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March 14, 1992

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Comment

Would-be Council candidates have until March 18 to wing their application form to the Royal Pharmaceutical Society. They must have the backing of ten Society members, five of whom must be from their local Branch, and include their biographical details in the prescribed manner, a statement setting out who pays them and for what, and a policy statement of up to 500 words.

If their applications fulfil the necessary parameters their candidature is declared by the Society and their details published with their policy statement and photograph in a member mail out. The policy of the *Journal* is to refuse to publish their letters in issues between this declaration and the publication of the results; and they are asked to refrain from submitting letters to the rest of the pharmaceutical Press. However, editors of branch or regional newsletters can solicit the views of every candidate and publish them, without exception and editing.

And that is not all. Candidates are asked to refrain from personal canvassing in the same period and to dissuade others from canvassing on their behalf. All this in the interests of fair play and equal opportunity.

All this has a certain false ring when, with a general election in the offing, the national media has been full of

intense party politicking for months before the election date has been declared officially. While it is true that some Council candidates have greater means at their disposal to take advantage of a general free for all on the pharmaceutical hustings, in the interests of free speech and freedom of information the strict rigmarole surrounding Council elections is beginning to seem somewhat dated.

Last year a Boots manager from the Midlands, John Carr, had controversial support via a publication produced by the Joint Boots Pharmacists Association—he was easily elected as one of two new Council faces. Such support is against the spirit of the Society election rules but should it not be allowed? It seems a nonsense, for instance, that candidates cannot enter fully into the debate on the Working Party recommendations published last week. If candidates sent in their policy statement ahead of the report, members will be kept in the dark on a matter of critical importance to the future of the profession if the pharmaceutical Press follows the rules. Just as the public can accept or reject the campaigning of any candidate from any party in the forthcoming elections, so potential pharmaceutical politicians should be allowed free reign—just like the sitting Councillors up for re-election! *C&D* is prepared to be a voice for the silenced.

On-cost to go in N. Ireland

On-cost is to be abolished in Northern Ireland from April 1 following an agreement between the Pharmaceutical Contractors Committee and the Department of Health and Social Services.

The payment system and rates of pay have yet to be finalised, but *Chemist & Druggist* understands they are likely to hinge on the Scottish settlement expected mid-April. On-cost was abolished in Scotland last year on most items.

If the new Scottish system encompasses two dispensing fees and a professional allowance then the NI payments are likely to follow this route because negotiators in the

Province base much of their current structures on a Scottish statistical model. However, it is understood that N. Ireland could well "go it alone" for one year after ditching on-cost with a three band fee.

No-one is able to say whether there will be any new money on the table now that both parties have agreed to abolish on-cost.

• The DHSS has agreed in principle on a scheme for the collection and disposal of pharmaceutical waste from pharmacies. The scheme, currently out to tender, is to start in May, and is to be funded from within the remuneration package.

PCC underlines contractors worth in healthcare

The concept supported by William Waldegrave, that doctors prescribe and pharmacists dispense, must be fully accepted, says Mr Norman McConnell, chairman of the Pharmaceutical Contractors Committee in Northern Ireland.

Mr McConnell said it was wrong that anyone should benefit financially from the medicines they prescribe, or that patients should be deprived of the benefit of the wider range of medication unquestionably provided by the pharmacy. "It is very much in the patients' interest that all prescriptions be dispensed by a pharmacist," he told guests at the Committee's annual dinner at the Culloden Hotel in Belfast last week.

"The professional role of the pharmacist must be fully recognised and acknowledged as the provider of healthcare in the community," said Mr McConnell, after talking of the problem of dispensing doctors of whom there were around 29 in the Province — "a relic of an earlier and very different age".

The wide range of services provided by the pharmacist must be appreciated: dispensing medicines; giving advice on their proper use and storage; giving information on alternative forms of therapy; advising GPs on cost-effective prescribing; recommending treatments for common illnesses, so freeing up doctors time.

"I hope the Government recognises the services provided by pharmacists often, without any, or adequate remuneration," Mr McConnell said. The recent clawbacks in pharmacy, the abolition of on-cost and the various profit reducing exercises, all conspired to take away from the pharmacist any rewards he had had. "The labourer is worthy of his hire."

The recent health reforms were simply a means to the end of improving the health status of the patient within the community, said

John Hunter, chief executive at the Department of Health and Social Services in Northern Ireland, responding to the chairman's toast on behalf of the guests.

Mr Hunter referred to the community pharmacist's role in developing community health services and of the impact of the just-published Working Party report. Brian Cheyne, chief pharmacist at the DHSS, had been an observer with the Working Party and witness to some good submissions from organisations within the Province and from individuals.

Mr Hunter said: "I am sure you share my confidence that the profession can respond to the challenge of the document, and that you accept in principle that it shows the way forward."

The work of the Central Services Agency in getting cheques posted out to contractors on time last week was commended by Mr Hunter (see p380).



Pharmaceutical Contractors Committee chairman Norman McConnell and vice-chairman Gwyn Williams (centre-left and right) are pictured with the chief guests at the PCC annual dinner, DHSS permanent secretary Alan Elliott (left) and chief executive John Hunter

Britain's 'self-help' society boosts OTC medication

Britain is becoming a self-help society, a trend which has led to a boom in sales of healthcare products and financial products linked to health security and education.

The last decade has seen an increasing emphasis on the role of the individual together with stress on the need for less reliance on the state, says the latest British Lifestyles Report by market analysts Mintel.

In 1991 £3.3 billion was spent on medical fees including NHS charges and the market for over-the-counter healthcare products has boomed. Sales between 1986 and 1991 rose 57 per cent to £4.8 million, a direct result of the current trend towards self-medication, says

the report.

There has been a significant growth in the proportion of income put aside to provide security and an increase in expenditure on medical and education fees and healthcare products.

Mintel predicts that these trends will continue over the next five years, regardless of who wins the general election.

On a more gloomy note, the report offers little evidence of a return in confidence in consumer spending. A survey in August asked what people intended to buy over the next six months. When the same people were questioned about they actually bought, purchases in many areas had fallen below expectations.

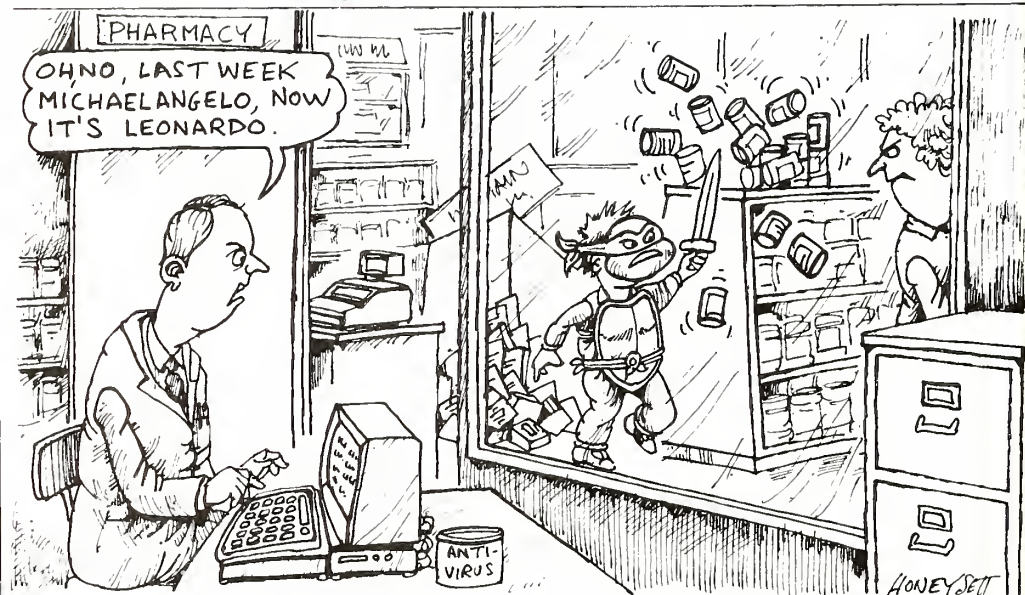
DoH delays dilution convention till July 1

The Department of Health is to delay introduction of the new dilution convention for liquid medicines on prescription.

It was intended to introduce the new rules on April 1, but this has been delayed because the DoH believes it was placing too much of a burden on pharmacists to disseminate the necessary information to the public.

Instead a new target has been set for July 1 and the Department is planning a poster and public relations campaign to get the public acquainted with the convention.

The Department says prescribers and pharmacists should ignore details on the new dilution convention, which is in the new BNF for April 1 currently being mailed out, until July 1.



Walsall FHSA plans surgery closures

Walsall Family Health Services Authority plans to close up to 29 of the area's 76 GP surgeries over the next five years and replace them with ten new buildings.

The scheme was devised because of the cash-limited nature of budgets for premises, FHSA general manager Jane Eminson told *C&D*. The Authority classified surgeries based on a checklist of five categories of necessary facilities. If a practice failed on two of the five it was deemed unsuitable.

The categories were:

- less than one consulting room per principal
- poor structural state
- lack of a treatment room
- lack of a separate reception area
- no patients' toilet.

The scheme has allowed both the FHSA and local GPs to recognise their priorities, Ms Eminson explained. At all stages the medical and pharmaceutical professionals were consulted on the plans.

The 10 new buildings will be in roughly the same areas as the existing surgeries, she said. "We are trying to ensure that existing pharmacy contractors are not disadvantaged by the move."

Thieves steal from charity

Westons Chemists in Brighton are stopping charity collections in the pharmacy because thieves have stolen the cash twice in three months.

Several weeks ago almost £100 was stolen from an RNLi collection box and a cancer charity bottle. Another bottle containing around £100 was taken just before Christmas, shop assistant Catherine Edwards told *C&D*. "People are perhaps getting desperate," she said.

Animal testing curb

A Government drive to reduce the use of animals for testing cosmetic products was announced by Edward Leigh, the Consumer Affairs Minister, on Tuesday.

He said Britain would urge her European partners to set 1998 as the target date for the replacement of all skin and eye irritation tests, subject to there being validated non-animal alternatives.

He said the industry has agreed that the only acceptable solution to the growing public concern about the use of animals for product testing was to develop and validate alternatives.

Survey of natural treatments for asthma and eczema

A major survey into the place of natural treatments in the management of asthma and eczema is planned by the Natural Medicines Society which is also campaigning for more funding from the Medicines Research Council.

The Society believes that alternative therapies and medicines can frequently offer relief, and even cure, for sufferers of asthma and eczema. They are planning a large scale questionnaire in an attempt to produce statistical evidence to support this.

The questionnaire currently being drawn up will ask sufferers about what treatment, if any, they have had, how long they used it for, any therapeutic effects and adverse reactions.

It will be circulated via members of the Society, the media, through doctors and other health professionals and through pharmacies and health food shops.

Anyone interested in obtaining

copies of the asthma and eczema questionnaire should contact the Natural Medicines Society, Edith Lewis House, Ilkeston, Derbyshire DE7 8EJ, enclosing an SAE.

The NMS is also launching a campaign targeting the funds distributed annually by the Medicines Research Council, said to be £380 million.

At present, virtually none of this money goes to fund research into natural medicines, despite the fact that at least 10 per cent of the British public use them, says the NMS.

The campaign aims to ask the MRC to allocate 1 per cent of their funding for research into natural medicines. However, the NMS is stressing that the money should go to bonafide research projects with "unassailable scientific criteria and objectives".

Both campaigns will be launched at the Society's annual general meeting on March 26.

Vitamin moves?

The Government has voiced safety concerns over the availability of the small number of vitamins and minerals which may have adverse effects when consumed in excessive quantities.

According to Parliamentary Under Secretary for Health, Stephen Dorrell, these concerns may indicate a need for limitations on the maximum freely available dose.

"A UK outline proposal for a possible EC Directive notes that the relationship between supplements sold as foods and those sold as medicines, including medicines on general sale, may need to be addressed," he said. "It is not yet clear whether this will form part of any EC measures."

Mr Dorrell was responding to a question from Gareth Wardell, Labour MP for Gower, who asked if the Government planned to limit the supply of any vitamins and minerals by making them POM.

Kent FHSA funds DUMP campaign with DOOP

Kent Family Health Services Authority plans to fund a continuous DUMP campaign using DOOP containers, devised by Dorset pharmacist Mike Reynolds.

Senior contracts officer for pharmacists, Sheila Jeffery, told *C&D* that the FHSA had contacted the county's 265 pharmacies to ask if they would be interested in such a scheme. The Authority was delighted when 95 per cent of the responses were in favour.

The scheme, which the FHSA hopes will start in April, will be funded by the Authority for at least the first 12 months. Although it is confident of funding for a longer

period the FHSA unable to guarantee this at present.

Posters will be produced for participating pharmacists to display and the FHSA also plans to take space in local newspapers informing people about the service.

The service uses DOOP (Destruction Of Old Pharmaceuticals) containers, produced by Dorset company DOOP Services Ltd. These hold up to 10 kilos of unwanted medicines, are secure and ethical and individually numbered, says Mr Reynolds.

When full, water is added to the contents and the whole unit



removed for incineration. Kent FHSA have arranged for wholesalers to deliver and collect these containers — initially a maximum of four a year.

The Authority plans to monitor the scheme and assess demand after six months. It is possible that some contractors may need fewer and some more of the containers, says Ms Jeffery. If more are needed, contractors will be able to obtain them but the FHSA can only guarantee to pay for four a year to start with.

Mr Reynolds told *C&D* that the move by Kent FHSA was "a step in the right direction to clear medicines from the general public in a proper manner."

While Kent was setting the trend, he confirmed he was currently talking to other FHSA's, hoping to extend the DOOP scheme.

OHE: 'Government should set targets for arthritis'

Calls for the Government to set targets in certain areas of arthritis care have come from the Office of Health Economics in their latest report.

Arthritis, the leading cause of disability in the UK, cost the NHS nearly £500 million in 1989, says the OHE. This figure includes the costs for hospital, general practice and pharmaceutical services — arthritic diseases accounted for one in every 20 NHS prescriptions.

The report forecasts that these costs will rise by at least 14 per cent by the year 2001, yet the consultative document "The Health of the Nation" fails to address the issue.

Sufficient manpower is required, says the report, as 18 districts still had no rheumatology sessions by 1990. The Government could also take an educational role concerning treatment, exercise and availability of state benefits while active life expectancy could be increased by improving hip and knee replacement programmes.

The report concludes that arthritis has been neglected, possibly because it rarely causes death and is often considered solely a disease of the elderly.

"Arthritis" by Mandy Wyles (£3.00) is available from Office of Health Economics, 12 Whitehall, London SW1A 2DY.

Views from the top

Report holds some radical proposals of interest

David Allen

Vice-president, Royal Pharmaceutical Society

I and many others looked upon this Working Party report to acknowledge some of the innovative projects and aspirations of the profession. In that, we have not been disappointed, only in a sense relieved that some of the focus of the Royal Pharmaceutical Society's thoughts for the past years since Nuffield have been confirmed by the Department of Health.

There are some radical recommendations in the report which I am extremely pleased to see. Recommendation No. 1 looks at changes to Regulations to permit repeat dispensing within the NHS. This is a major step forward, with the Department acknowledging the major role that pharmacists play in the monitoring and accuracy of repeat prescriptions for the long term benefit and convenience of patients.

A number of spin-offs will, I am sure, be better communication with prescribers and an acceptance of the pharmacist as part of the primary healthcare team. Coincidentally this will bring the subject of electronic transmission of prescriptions into sharp focus and will allow pilot projects to be carried out.

Another recommendation that I find exciting is No. 8, which talks of pharmacists selecting the appropriate medication following a medical diagnosis. It has long been the practice in hospital pharmacy for the clinical pharmacist to advise the prescriber in this way. Education and training will need to be made available for the community pharmacist to carry out this role. I look to other organisations to ensure that realistic funding is made available to ensure attendance and/or participation in such courses.

Because of my membership of the Near Patient Working Party of the Royal College of General Practitioners, I was particularly pleased to see the concept of community pharmacies being brought into health authority's plans for diagnostic services, and public funds being made available for tests carried out on behalf of doctors or the health authority.

Pharmacists will now be able to develop what has for some been a cinderella service into a full-blooded diagnostic service offering a significant improvement to patients in terms of accessibility,

convenience, reliability and cost effectiveness.

The two recommendations of the Working Party which cannot be ignored are on the subject of standards of pharmacy premises. I believe that the DoH has now grasped the nettle of standards and has made firm recommendations to initiate talks. I am hopeful that these will be fruitful, and that the Government will see a way of establishing regulations under Section 66 of the Medicines Act.

The final recommendation that I would draw attention to is that of the provision of a domiciliary pharmaceutical service. It has long been a concern of mine that there is a significant part of the population unable to present at the pharmacy. While we have been providing services to those in residential care, we seem to have ignored those living in their own homes.

"I believe that the DoH has now grasped the nettle of standards"

This issue seems to have been addressed by the Working Party, although the costs will not be small. Cost savings will undoubtedly be made by the Government although I must stress that, in my view, this service must be performed by pharmacists, and therefore will involve the use of an assistant pharmacist on a full or part-time basis.

Overall, I welcome the report's conclusions. Coming so soon, relatively speaking, after Nuffield I believe the profession now has a firm plan for developing services for the benefit of patients and the NHS for the next decade.

£36m plus extra grants for future vision

David Billington

Deputy chairman, Pharmaceutical Services Negotiating Committee

The Working Party report is a breath of brisk fresh air which will be welcomed by all pharmacists who care about the profession. It describes a vision of pharmacy towards the 21st Century.

The 30 recommendations may be divided into three broad groups: 1. Those which do not impact directly on pharmacy (three)

2. Those which would be widely welcomed by contractors as a natural extension of their current

role and which would be no-cost or self-funding. (12).

3. A balance of 15 recommendations which would require a substantially increased pharmaceutical input.

I would hope that most contractors will embrace these recommendations but it is important to remember that the report does not necessarily anticipate this. They may be introduced over a period of time, or the FHSA/LPC may decide which pharmacies are equipped to offer which services.

In this respect we may see the emergence of a two-tier pharmaceutical service or, more probably, a multi-tiered system. The essential point is that patients should have access to most services within a reasonable distance but not necessarily at the nearest pharmacy.

Leaping out of page 4 of the report is the statement: "International comparisons confirmed our view that if community pharmacists did not already exist we would be obliged to invent them."

And on page 57: "Dispensing is far from the mechanical task that is often portrayed... we are strongly of the view that the dispensing process should continue to be conducted by or under the direct supervision of a pharmacist."

This robust defence of our core role is reassuring and perhaps overdue, but the report also asks "How can pharmacists cope with the additional roles?" I have no doubt that the recommendations call for significantly increased professional input and improved facilities.

On the basis that the average pharmacy dispenses 3,200 items per month, here are some assumptions:

■ That Groups 1-3 (up to the average — 60 per cent of the total) may have time within their day to take on extra roles at a fair reward, but that the extra role is the equivalent of a 50 per cent part-time pharmacist.

■ That Groups 4-6 (40 per cent of the total) will need an extra pharmacist to cover the roles.

■ That on average a quarter of all pharmacies will involve themselves in all roles.

We can easily arrive at a future role global sum of £36 million without any contribution for capital investment required for extra facilities. Some contractors would be enthusiastic enough to make a pump-priming contribution out of existing core services but this would not be welcomed by the majority.

So there we could have it: £36m plus improvement grants for a vision of the future; only 6 per cent, or thereabouts, of present core services. Let us see what is on offer.

DoH should put its money where its mouth is

Jeremy Clitherow

Chairman, National Pharmaceutical Association

As NPA chairman I had naturally hoped that the Working Party report would include at least some

Now that the profession has had time to mull over the Working Party's report into the future of community pharmacy, leading pharmacists have their say



David Allen

of the points made in the NPA submission of evidence. In the event, it includes virtually all our evidence and a good deal more so I am both delighted and excited — delighted that the Working Party should have seen the future of community pharmacy in such a similar light to our own vision and excited by the future.

There is so much to welcome that it is difficult to know which particular items to highlight. But I select the following quotations from the final chapter:

"... pharmacists are experts in the use of medicines. That expertise is at the very heart of the community pharmacist's

role, and it is incumbent on the NHS and the other health professions to use that expertise to best effect".

No pharmacist could possibly disagree with that description.

"The concept (of pharmaceutical care) requires the pharmacist to accept responsibility not simply for the provision of monitoring of medicines, but in partnership with others for the overall effects of the therapeutic process."

The Working Party has accepted that the pharmacist's job is not merely to properly supply the right medicine, but to ensure that the patient uses it in the most effective way and also that any ill effects are noted and remedied.

hardly encouraging.

The Working Party's report shows how the "valuable resource" of community pharmacy could have a major influence in improving the care and well being of patients. Many pharmacists are already practising voluntarily some of what the report preaches but, while this is commendable, I believe the pharmacist is worthy of his hire.

Virginia Bottomley, the Minister for Health, says that the recommendations "will need to be properly costed and scrutinised for practicality and cost effectiveness" and we would expect nothing less. But the enthusiasm for community pharmacy will only be demonstrated when the Government puts its money where its mouth is.

doctors and pharmacists.

The dispensing of repeat prescriptions to patients on long term medication would relieve the GP of much routine work while ensuring that the patient is competently monitored by a trained healthcare professional. We also welcome the suggestions on improving communication of prescriptions by telephone or fax.

Under the heading "Safe and Effective Use of Medicines", the Working Party has addressed several subjects which the PGC are pleased to note. By allowing pharmacists to maintain patient medication records where they believe it may be of benefit, they will be well placed to report on adverse drug reactions.

We have long campaigned for access to adequate facilities for the disposal of unwanted medicines. We welcome the recommendation that compliance aids should be provided within the NHS.

"Public funding for requested screening tests would be a good step forward"

Of the specialist services considered, the recommendations for home therapy are particularly welcomed. We are confident that the community pharmacist's role can be extended in the technical aspects of dispensing in the areas of cancer treatment, total parenteral nutrition and terminal care.

The PGC's views on the community pharmacist being ideally placed to contribute to health education are well known. We therefore welcome all the Working Party's recommendations here. More health education material in areas set aside for its display, and areas for advice and counselling are very desirable and public funding for requested screening tests would be a good step forward.

The recommendations identify services which are currently not being provided or not to their full potential and so pinpoint areas where a better service could be offered. Certain of the suggestions put forward are already in existence in Scotland, namely, extended instalment dispensing and a national syringe and needle exchange scheme.

It will, however, take time to introduce all of the suggestions in the report and the PGC looks forward to a series of challenging remuneration negotiations to achieve adequate funding. It may be that a change in the method of remuneration will have to be considered. We have already moved away from a system linked to drug costs and there may also have to be a redistribution of monies already received. But we will obviously be looking for new money for many of these new roles and services.

Avoid inertia or lack of funding

Robin Holliday

President, Pharmaceutical Society of Northern Ireland

While the Working Party report will form the basis for the expansion of the pharmaceutical service, it is to be hoped that advances will not be restricted to its 30 recommendations. Many of the proposals have been debated for some time and others have been tried in pilot schemes, but there has been a lack of incentive to have improvements adopted and integrated into the system.

Perhaps the proposal that the person on long term medication will most appreciate will be the introduction of a facility whereby repeat medication can be obtained directly from the pharmacist without having to first obtain a repeat prescription. This will eliminate the need to give notice to the surgery, travel to obtain the prescription and then to have it dispensed.

An opportunity to extend the emergency supply facility has been missed. Now that international travel is so common pharmacists are regularly asked to supply medication which has been originally supplied in a foreign country. There is no facility for supply without referral to a medical practitioner. This is not always feasible and seems unnecessarily bureaucratic.

The recommendation that domiciliary services should be provided by community pharmacists is to be welcomed. The development of specialist services appeals to my instincts as a pharmacist and I am pleased that these are to be actively encouraged.

Formal contacts with the medical profession are to be encouraged. In a recent review in this area I realised that I would not recognise 60 per cent of the practitioners using our local health centre, which is within a quarter of a mile of my pharmacy. This is a reflection of the barriers which exist between the two professions.

There is much greater scope for the use of new communication technology to the benefit of the public and the running of pharmacies. The present use of computers has been financed by pharmacists and if we are to utilise new equipment some form of additional funding will be required.

The new roles and expansion of services will require further educational commitment from most pharmacists and it is to be hoped that the fledgling further education programmes will be expanded and resourced. The report has identified many ways that pharmacy can progress. It is hoped that inertia or lack of funding will not prevent their adoption and implementation.



Graeme Millar



Jeremy Clitherow



Robin Holliday

PGC relishes challenging negotiations

Graeme Millar

Chairman, Pharmaceutical General Council

The Pharmaceutical General Council wholeheartedly welcomes most of the proposals in the report. We are particularly pleased to see that many of the points which we made in our submission have been included. For example, we are in complete support of forging closer working relationships between

That the report supports the contention that dispensing should be conducted by or under the direct supervision of a pharmacist is encouraging. It seems clear to me that a corollary of this is that dispensing by unqualified, untrained and unsupervised staff in doctors' surgeries is not in the best interests of patients and should come to an end.

What we must now all press for is the early acceptance by Ministers of the report's recommendations and the release by the Treasury of sufficient funds to implement them properly. Here I confess to some doubts: the Department of Health's track record on remuneration is

Elections, MDS and ethics on Branch reps agenda

Calls for changes in the election of Council members, the use of monitored dosage systems, and the proposed new Code of Ethics will be up for debate at the RPSGB's Branch Representatives' Meeting at Lambeth on May 14.

The format this year will incorporate two sessions. The morning session (three hours and 15 minutes) will be devoted to the debate of ten motions. The afternoon session (two hours and 15 minutes) will consist of six discussion groups followed by a plenary session.

Among the motions is one opposing the Council's decision to approve pharmacists' involvement in the training of dispensary assistants in doctors' surgeries. South Cheshire Branch, which proposed the motion, says it believes it is in the best interest of patients that all dispensing should be carried out under the supervision of a pharmacist. "The Society should not collude in the dispensing of any prescription by doctors' unqualified assistants."

East Kent's motion says that the supply of monitored dosage systems without reasonable payment is an inducement to obtain NHS prescriptions and is therefore unethical. Both East Metropolitan and Moray & Banff are asking that members of the Society offering themselves for election to the Council should be allowed greater freedom to promote themselves and their views.

Cardiff Branch is asking that consideration be given to relocating parts of the Society's operations to areas outside London. This would alleviate pressures on accommodation at 1 Lambeth High Street, it is suggested.

The British Pharmaceutical Students' Association is proposing that the Society and local branches, in conjunction with the BPSA, provide a regular update on pharmacy current affairs in the form of workshops at schools of pharmacy.

The six motions for discussion in the afternoon's group session are:

- "Every step should be taken to ensure that the professions, including the Society's membership, are informed about drug withdrawals before the general public."
- "Standards applied to premises being considered for preregistration training should be applied to all pharmacy premises."
- "Community pharmacists should be allowed to generically substitute on NHS prescriptions those drugs which have approved names listed in Part VIII of the Drug Tariff for England and Wales."
- "The Council has little justification in quoting a

recommended minimum size for the dispensary area having regard to the fact that no pharmacy has a uniform standard of dispensing activity."

- "Every opportunity should be taken to publicise the differences between a dispensing service and a full pharmaceutical service."

- "The current trend towards pharmacy ownership being concentrated in the hands of a few large companies is to be regretted as it is neither in the interests of the

profession nor the public."

A number of motions have already been referred direct to Council without debate. These include calls for preregistration graduates to attend at least two branch meetings, that the Controlled Drug Register and method of recording entries is outdated and needs review, and that the BPC organising committee should be given the opportunity of organising the Conference's exhibition.

Second wave fundholders

Over 1,400 family doctors in 280 practices are to take control of their own budgets in the second wave of fundholders announced by Secretary of State for Health William Waldegrave.

The few fundholders, who "become effective" on April 1, bring to 3,000 the number of GPs involved in the scheme. Between them they will be caring for 6.7

million people in England. Another 2,500 GPs are getting ready to become part of the third wave in April 1993.

"The number of GPs coming forward take part in the fundholding scheme is a clear sign of the scheme's success," said Mr Waldegrave. "Through their innovation, fundholders have pressed to improve services."

CSA gets contractors arrears cheques out despite bomb

Contractors in Northern Ireland received arrears payments from the Central Services Agency last Friday despite severe damage to its office when a 300lb bomb exploded nearby the previous night.

Nearly all the windows were blown out of the Adelaide Street office when the bomb went off at 12.30am on March 5 outside the Farmer's Union building on the corner of Adelaide and Franklin Street. Some ceilings were brought down, all computers and most electrical equipment was knocked out.

Staff completed the making out of "paying orders" for the arrears (fees for April to October 1991, and for April 1990 to March 1991, together with some essential small pharmacy payments) on the few surviving electric typewriters. The finance department reconciled the payments during the afternoon while staff in the mail room worked through the lunch hour to frank envelopes in advance.

A relieved Ronnie McMullan, CSA pharmaceutical officer, was able to put the letters in the 5.15pm post on Thursday last.



A seminar organised recently by Northumberland LPC gave pharmacists a chance to meet their committee and to hear about the roles of the FHSA, CHC, and PPA. Contractors heard about the need to be more pro-active, learned about the role of the FHSA with respect to contractor services, and the concept of needle exchange schemes. The evening concluded with a buffet supper and a chance for guests to discuss matters on an informal basis. Pictured are (from left) Mr A. Tweedie, PSNC's northern regional representative; LPC chairman Mr D. Melia; Mr P. Bower, chief executive of Northumberland FHSA; Mr P. Chappie, senior principle pharmacist; Mr P. Conway, secretary to Northumberland CHC; Mr P. Bell, divisional manager at the PPA; and Mr G. Dent, LPC vice-chairman

Rapeze recall

Roche Nicholas have instituted a recall of all batches of Rapeze chewable tablets (four fruit flavour) 32s x 12 pack as a precautionary measure. There have been four reports of metal contamination following an incident during the manufacturing process. Pharmacists are requested to return all stocks of the above pack to wholesalers for credit by March 23. Clearly identified new stock should be available for distribution by the end of the month. Rapeze Orange 32s x 12 are not affected by this recall. Further information on 0707 328128 ext 2211.

Diabetics news

There are now almost twice as many children under 15 with diabetes than in 1974, say the British Diabetic Association. Recent reports have shown a rise from seven children in every 100,000 in 1973-74 to 13 in every 100,000 in 1988. In response, the BDA have launched the Tadpole Club for children with diabetes. Membership is £2.50 a year from The Tadpole Club, Marsh Cottage, By the Lily Pond, PO Box 201, Ilford IG1 4SW.

Drug prevention

The UK's first Drug Prevention Week will be held from November 16-20. A range of national and local events are planned to raise awareness of the dangers of drug abuse and also provide information about sources of help.

Audit money

The Government has made £6.3 million available in 1992-93 to continue the development of clinical audit by the nursing and midwifery professions and professions allied to medicine.

C&D Price Service

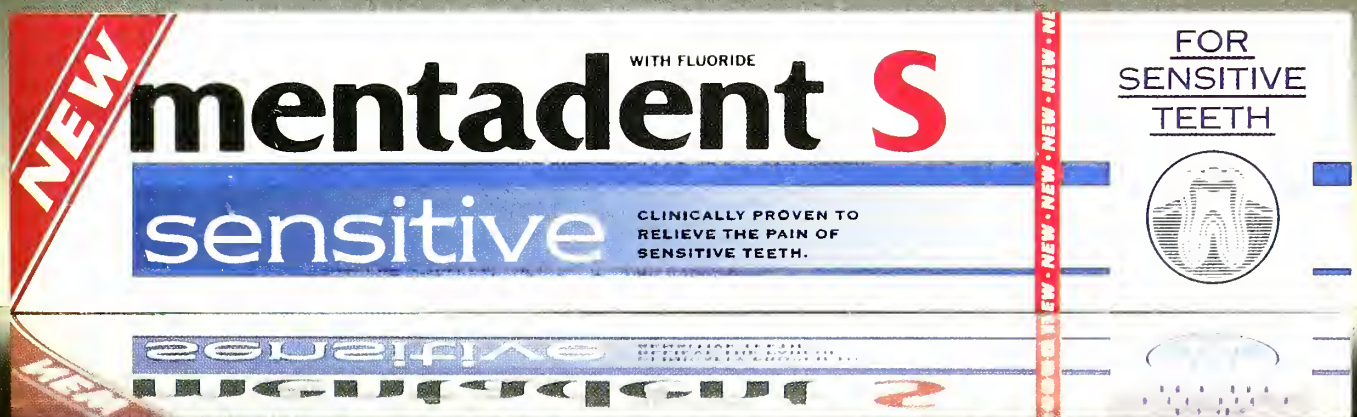
In the March 7 Price Supplement Haliborange multivitamin tablets 30s (PIP code 365-569) were incorrectly priced. The price should read £4.35 (6) trade, £1.19 retail. We apologise for any inconvenience caused.

Name changes

Regulations changing the name of four health authorities and districts come into effect on April 1. Durham and North West Durham Health Authorities and Districts will be abolished and replaced by North Durham HA and District. Bassetlaw and Central Notts HAs and Districts become North Nottinghamshire, Peterborough and West Norfolk and Wisbech are combined as North West Anglia, and East and North Herts are also combined.

On April 1, 1993 Camberwell, Lewisham and North Southwark, and West Lambeth HAs and Districts will become South East London HA and District, while East and West Dorset will be combined as Dorset. The changes are made under the NHS (District Health Authorities) (No2) Order 1992 (SI 1992, No 366; HMSO, £1.05) and the NHS (Determination of Districts) (No2) Order 1992 (SI 1992, No 367; HMSO, £1.90).

New Mentadent S works wonders in two very sensitive areas.

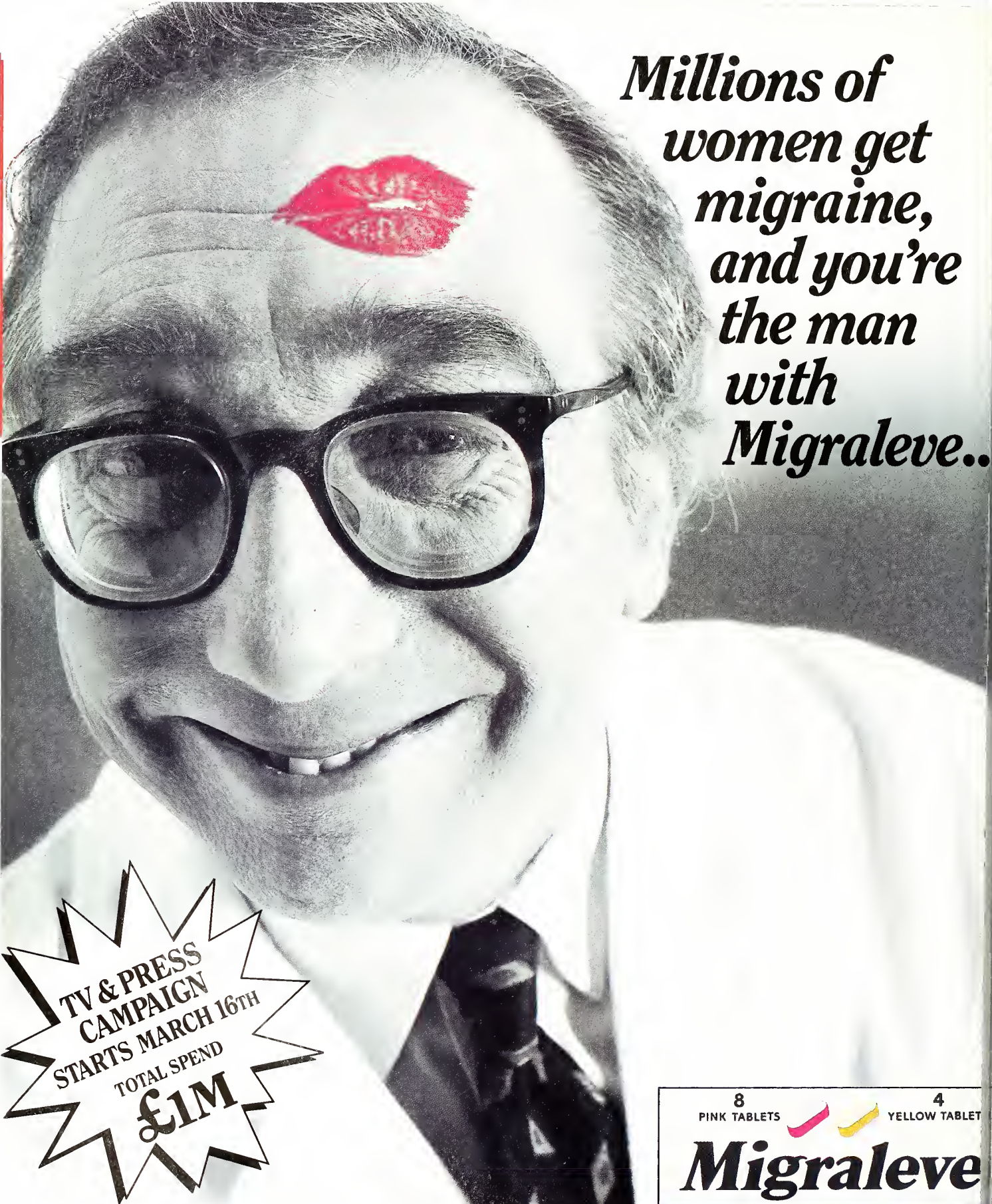


Teeth and profits.

Mentadent S for sensitive teeth is the latest in our range of dental care products. Available in a fresh mint flavour, it will be launched in 50ml and 100ml tubes and will be supported by a £1m television and press campaign. Mentadent S not only cleans, but protects and cares for sensitive teeth. As a premium priced toothpaste, it will also look after another very sensitive area. Your profits.



ELIDA GIBBS · LEADERS IN PERSONAL CARE



*Millions of
women get
migraine,
and you're
the man
with
Migraleve..*

TV & PRESS
CAMPAIGN
STARTS MARCH 16TH
TOTAL SPEND
£1M

As many as one in ten people are migraine sufferers. For them, prompt relief can feel like a miracle. Only you stock a treatment that can boast 79% success providing just that.†

It's Migraleve - the most popular migraine specific treatment, not only on prescription but over the counter as Migraleve 12's, where its market share makes it the number four brand in the £70M strong analgesic sector.*

Make more of Migraleve 12's and a lot more people could have a lot to thank you for.

| | | |
|--|---|--|
| 8 PINK TABLETS |  | 4 YELLOW TABLET |
| Migraleve | | |
| FAST RELIEF FOR MIGRAINE HEADACHE, NAUSEA AND VOMITING | |  12 TABLETS |

It could make you very popular

NPA adverts a success

Nearly two thirds of the British public say that they would ask their local pharmacist for advice about over-the-counter medicines, according to the National Pharmaceutical Association.

The NPA's latest survey to monitor the success of their "Speak to an expert. Speak to your pharmacist" campaign highlights some very encouraging facts. Prior to their first campaign in 1982, 42 per cent of people said they would ask their pharmacist for advice about OTC medicines. In 1991 that figure had risen to 61 per cent.

Over the same period, those who would ask for information about prescription medicines rose from 23 per cent to 34 per cent and enquiries about common ailments rose from 30 per cent to 54 per cent.

"Our advertising message that the pharmacist is a highly-trained, accessible and approachable healthcare professional is clearly understood," says the NPA. "Over 80 per cent of our sample (3,000 people) thought that pharmacists were professional, friendly and helpful and gave fair advice."

When prompted, nearly two-thirds claimed to have seen the new NPA symbol — the purple carboy — and this figure rose to 73 per cent among mothers.

"At a time when consumers want to know more about medicines, our advertising is clearly playing an important role in making the public more aware of their pharmacist's under-utilised professionalism" says the NPA.

Renewal of homes agreements

Pharmacy contractors are reminded that agreements between themselves and residential homes run out on March 13 and must be renewed.

Agreement forms are available from family health services authorities and from the National Pharmaceutical Association's information department.

Pharmacists providing advice on the safe keeping of medicines in residential homes and who have not formalised agreements are advised to do so or they may leave themselves vulnerable to someone else stepping in, says the NPA.

Pharmacists providing a formalised service will need to complete the distance learning course (available from Radcliffe Medical Press, Oxford), obtain a certificate and send a copy to the FHSA together with an application for payment.

Checklists for pharmacists to use on visits to nursing or residential homes are available from the NPA.

Working Party boost for 'POM to P' welcomed

One of the greatest frustrations of the changing face of community pharmacy has been that the raised expectation of the patient has been inversely proportional to the rate of change of control of the necessary effective drugs from "POM" to "P". Change does, however, eventually occur and the latest, welcome addition to our armoury is an OTC pack of Buscopan (C&D March 7, p342) which has now been launched as a Pharmacy medicine by Windsor Healthcare.

I remember consulting an Apotheker in Austria over 20 years ago and being counter prescribed Buscopan. They worked, and I was very grateful, but it has taken since then for that same responsibility to be reciprocated in Great Britain. If the recommendations of the recently published report on the future role of the community pharmaceutical services is acted upon by Government, then the range of drugs and their rate of change should dramatically increase and at last provide us with the tools with which to match those public expectations.

In the same report the problem of emergency supply of POM medicines was addressed, with the recommendation that these supplies should now be allowed under the NHS. I have always considered that emergency supplies mean *exactly* that, and have often refused to supply, despite some verbal abuse, when the reason for the request was obviously born of patient convenience rather than genuine medical emergency. The payments for these supplies have always been relatively small, but I have never had a patient refuse the sale on grounds of inability to pay.

The present system is perfectly satisfactory because it ensures that the patient is aware that the regulation is a privilege and not a right. To involve the NHS could change that relationship, and with it the pressure could increase for pharmacists to make unnecessary "social convenience" emergency supplies.



Generics to show their true colours?

Originality has always been the hallmark of good marketing, with uniformity between competing products strictly taboo. As an exercise in ensuring a product is unique to an individual manufacturer I can understand this logic of self interest, but with drugs the well-being and safety of the patient should be paramount. The National Pharmaceutical Association's Board has highlighted this problem by suggesting to the British Generic Manufacturers Association and the Medicines Control Agency that all generic preparations should possess a universally adopted identification code. (C&D March 7, p364). Common sense must give 100 per cent support to this view, but I would go further and suggest, despite NPA reticence, that all generic drugs should also be similar in form and appearance.

I can still remember the court battles that ensued between ICI and generic manufacturers, who were accused of "passing off" propranolol for Inderal by producing a similar colour tablet to that with which the patient was familiar. ICI won that particular case, but my sympathy has always been with the patient who has enough problems accepting that a new generic name is equivalent to the old, without also being expected to believe that the change of colour and possibly of shape should also be ignored! I fail to see how it can be in the patient's interest to allow a drug to be marketed generically, if the form of that drug cannot itself be made similar to the original.

Bitter-sweet Victory failure

I cannot believe that Victory V lozenges will soon be relegated to the show case of history, but that is what appears to be their fate with the business failure of their Scottish manufacturer Alma. It seems that even the renowned sweet tooth of the British public could not save this sweet product from the receivers, but it would be a shame for this famous name to die.

Somewhere out there in the jungle of this recession there must be a manufacturer prepared to come to its rescue and continue to market this sweet medication that has, for years, soothed the throats of countless generations.

Skin-tight conundrum?

Ciba-Geigy have just launched Savlon Dry Skin Cream as a direct competitor to E45, and lanolin free. E45 sells extremely well, supported by heavy advertising, but with an excellent bonus for Savlon, why should I as an independent pharmacist actively sell E45, a product which is manufactured by a company whose parents are my direct competitors in the High Street?

Ciba-Geigy are, however, a Swiss company and at least Boots are British, so there is the conundrum. Do I continue to support E45, thereby contributing to my competitor's commercial success, or do I encourage the sales of a Swiss company, thereby conspiring to cut the financial throat of a British manufacturer?

Topical REFLECTIONS

Scriptspecials

Medical Matters

Asthma cure in 15 years

With gene therapy being looked to as an experimental treatment for cystic fibrosis within the next five years, it now appears that medical genetics may give rise to a treatment for asthma in about 15 years.

Media reports on a "cure for asthma" included one in *The Independent* (March 9). Speaking to one of the researchers at the John Radcliffe and Churchill hospitals in Oxford, the newspaper ascertained that they had located the gene implicated in asthma but not yet identified it. Once this is done, it will be 15 years or more before drugs are likely to be developed.

Drs John Hopkin and William Cookson analysed blood samples from 1,000 people in 100 families with asthma and other allergic conditions. Two years ago they found that a gene on chromosome 11 was associated with allergic disorders including asthma, eczema and hayfever. They are now trying to pinpoint the specific gene.

However, Sir David Weatherall, director of the Institute of Molecular Medicine in Oxford, cautioned that other genes may be involved and that the interaction between genes and environment might be a further complication.

He said: "The main interest in this research is to identify differences between susceptible and non-susceptible people, which may give us some clue as to the cause."

Tamoxifen for men

Although breast cancer is rare in men, tamoxifen has been shown to increase five-year survival, according to preliminary results from an on-going study reported in this week's *Nursing Times*.

The authors of the study, published in the *British Journal of Cancer*, compared the survival of patients given 20mg tamoxifen daily with historical controls; 39 participants have so far been analysed. After five years, 61 per cent of these had survived, compared with 44 per cent of the controls.

Thirty of the men had received a total mastectomy while nine had a modified radical mastectomy. Two patients withdrew because of side effects and seven stopped taking tamoxifen when they had a relapse.

Becloforte available in Diskhaler format

Allen & Hanburys are launching Becloforte Diskhaler on Monday.

It is presented and used like the other Diskhalers in A&H's range. The dosage, contra-indications, side-effects etc., are as for Becloforte inhaler (see Data Sheet). The combination pack of the Diskhaler costs £39.70 and the refill £39.13 (both prices trade).

Its launch means that patients who successfully use the Diskhaler need not learn to use a different type of inhaler when taking higher doses of inhaled steroids, say A&H.

Pharmacists requiring further information can contact A&H. Tel: Freephone Allen & Hanburys.



Eprex now for s/c use

Cilag have been granted a licence for subcutaneous administration of Eprex to patients on dialysis. This will make it less expensive to prescribe and easier to administer than when given intravenously, says the company.

The majority of erythropoietin prescribing is undertaken by GPs at an average cost of £2,700 per patient per annum. Giving it subcutaneously may result in a dose reduction of up to 25 per cent, which would bring the average cost down to around £2,000. **Cilag Ltd.** Tel: 024 024 3541.

Cox aminodarone

Cox are adding aminodarone tablets to their range. The white, circular tablets are available in blisters of 28 (100mg £5.08, 200mg £8.32, both prices trade). **Cox Pharmaceuticals.** Freephone: 0800 373573.

Nobecutane change

Astra Meditec have taken over the marketing of Nobecutane sterile skin spray (125mg £3.30 trade) from Astra Pharmaceuticals. **Astra Meditec Ltd.** Tel: 045-383 3377.

Zocor cleared

Zocor has had its black triangle lifted, the first HMGCoA reductase inhibitor to be cleared by the Committee on Safety of Medicines. **Merck Sharp & Dohme Ltd.** Tel: 0992 467272.

Nordisk Velosulin

Novo Nordisk's Velosulin 5.7ml cartridges, designed for use with the discontinued Nordisk Infuser, will not be available after June 1992. Further information from **Novo Nordisk.** Freephone: 0800 521748.

Bethanidine stocks

Lagap say that bethanidine tablets 10mg (100 £10.50 trade) are available from their Bordon offices. **Lagap.** Tel: 0420 478301.

No sugar Erythroped

Abbott are launching two strengths of Erythroped sugar-free granules: (PI) 125mg/5ml (12 by 140ml £26.36) and 250mg/5ml (12 by 140ml £51.37, trade). **Abbott.** Tel: 0628 773355.

Low lipid diet benefits CHD

Switching to a low fat, high fibre diet can reverse atherosclerosis in men with coronary heart disease. This is the conclusion of the St Thomas' Atherosclerosis Regression Study (STARS), the results of which are published in *The Lancet* this week.

It examined the coronary arteries of 90 men with CHD, coronary atherosclerosis and mild to moderate hypercholesterolaemia (mean plasma cholesterol levels of 7.23mmol/l). They were randomised into three groups and their coronary vessels examined 39 months later.

Of the 74 who completed the study, 24 had received usual care, 26 dietary intervention and 24 diet plus cholestyramine. Almost half of the controls showed progressive

coronary narrowing whereas those in the diet, and diet plus drug, groups showed a 66 per cent fall in the incidence of progression, a ten-fold increase in the frequency of luminal widening and fewer cardiac effects.

The diet followed was based on a reduction of total fat intake to 27 per cent of dietary energy, saturated fatty acids to 8-10 per cent and dietary cholesterol to 100mg/1,000 kcal. Intake of omega-6 and -3 polyunsaturated fatty acids and soluble fibre was increased and normal alcohol consumption was permitted.

The findings of the STARS trial show that lipid-lowering dietary intervention is indicated in men with symptomatic coronary atherosclerosis and plasma cholesterol concentrations above 6mmol/l, provided their prognosis is not severely limited by myocardial

damage or other disease. This benefit may be increased by lipid lowering drugs, conclude the researchers. Secondary prevention of risk factor reduction is a particularly cost-effective approach to the management of CHD, they believe.

■ The Royal College of General Practitioners' newly published guidelines on treating raised cholesterol stress that intensive diet is still the preferred therapy. And they reassure GPs that there is no evidence linking drug treatment with excessively violent or avoidable deaths.

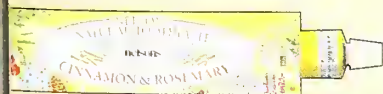
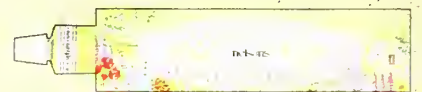
Cholesterol screening should be carried out opportunistically, identifying priority groups in order, the RCGP confirmed. The first priority was screening people under the age of 65 with coronary heart disease or peripheral vascular disease.

**AGAP
IN THE
MARKET**

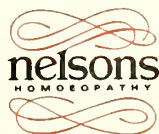


Nelsons toothpaste fills that gap. In three natural flavours, it's free from artificial sweeteners,

colours or flavours. It's right for all your customers. And because it's backed by strong consumer



advertising and the Nelsons brand, it's right for sales. Isn't that something to smile about?



IT'S ONLY NATURAL

Counterpoints

Femeron for OTC treatment of thrush

"Probably the most exciting news to hit the self-medication market in recent years," is how Janssen Pharmaceutical are describing the launch of Femeron cream.

The product is the first OTC antifungal to be marketed specifically as a topical treatment for the external irritation of vaginal candidiasis, or "thrush".

The cream contains 2 per cent of the antifungal miconazole, and is similar in formulation to Janssen's Daktarin cream. However, as research showed that consumers were not receptive to purchasing Daktarin for thrush, Femeron has been given a totally separate identity.

It is positioned as highly pleasant and discreet to use, colourless, odourless and non-staining, say Janssen. It is targeted at women who have suffered with thrush previously, know the symptoms, and require relief from the external irritation.

The cream is applied twice daily, morning and night, to the external vaginal area after washing with warm water and drying gently. If symptoms are not clear in seven days the sufferer is advised to go to their doctor.

The 15g tube, with what the company describes as "soothing graphics", will retail at £3.20, less than the current prescription charge, a factor that Janssen recognise as important.

Later this year it is anticipated that the Government will deregulate certain imidazoles (including miconazole) from POM to P for the internal treatment of vaginal thrush.

Although Femeron is for external use, Janssen do have POM products that would be affected by the deregulation. They see the launch of Femeron as "setting up the market for the POM to P switch", and may look to extend the range when deregulation permits.

The company believes that vaginal thrush is an area where consumers are "information hungry". As a consequence, education,



both of sufferers and pharmacy staff, is high on their list of priorities.

Femeron will also be promoted to other health professionals such as health visitors and nurses at well-women clinics, as well as direct to consumers.

Support includes clinic posters, a self-help guide for consumers, a pharmacy

assistants' guide with a competition and advertising.

Press advertising is planned in May. A counter display unit and shelf edgers are available, but Janssen say research shows the product is not suited for window display because of the nature of the condition. **Janssen Pharmaceutical Ltd. Tel: 0235 772966.**

New lines from Canon and Avent

A number of new lines will be born into the Canon Babysafe and Avent ranges from May 1.

There will be two new teethingers; one a coloured water filled model for sensitive gums, and the other a rattle teether combining soft edges for chewing and a hard rattle for playtime (both £1.49).

The Canon Babysafe trainer cup now comes in brighter colours with a choice of four themes and three lid colour variants. The cup section remains transparent (£1.99).

Disposable breast pads are

also introduced into the Canon range. The pads are slip resistant, soft and comfortable to wear and highly absorbent, says Cannon. The pads come in boxes of 40 (£2.24).

Under the Avent brand the company is introducing a long handled bottle brush in blue, green or lilac (£2.09). There's also the addition to the soother range of an orthodontic soother with a small teat for babies aged 0-3 months. It has a ring handle and a snap on protective cover (£1.99). **Canon Babysafe Ltd. Tel: 0787 280191.**

Wisdom harness Captain Planet

Wisdom are adding a new range of character toothbrushes and a toothpaste for children to their range, using cartoon heroes Captain Planet and the Planetheers.

The toothbrushes and paste feature a brightly coloured visual of the characters. The brush has a junior size head with soft end-rounded nylon filaments and has a contoured thumb grip. The handles come in a choice of pink, blue, green or yellow.

The new toothpaste is mild mint flavoured and comes in a 125ml tube with stand-up cap and tamper-evident seal.

Packaging has been kept to a minimum, say Wisdom, and is recyclable. Brushes will retail at £1.35 and the toothpaste at £1.42. **Addis Ltd. Tel: 0992 584221.**

Compliance aid with Pill Box timer from Powerlitre

A new medication compliance aid is launched onto the market this week by Powerlitre Ltd. The Pill Box features a dual timer alarm clock to remind patients when to take their medicine.

The dual alarm allows a patient to "remember" two different medication regimes, and the memory facility means the unit does not have to be reset. A LCD clock with protected controls displays the time in either 12 hour or 24 hour format. A single timer model is also available.

The unit is compartmented for tablets or capsules, and will fit neatly into a pocket or handbag, say Powerlitre. It is blister packed for display and comes with a battery.

Available in boxes of 20 (trade £120), the suggested retail price is £9.99, giving a margin of 41 per cent. Discounts of 12.5 per cent are available on orders of 1,000 or more. The minimum order is five units. **Powerlitre Ltd. Tel: 061-335 9790.**



Lens care from Chefaro

Chefaro Proprietaries have been appointed by Ciba Vision to handle their contact lens care products within the chemist sector.

The venture is designed to maximise the market potential within the sector. **Chefaro Proprietaries Ltd. Tel: 0223 420956.**

Cholesterol testing

Kent Pharmaceuticals are marketing a cholesterol monitoring system called Cholestratest.

This system, designed for pharmacy, is quick, simple and accurate, say manufacturers Diagnostex.

The Cholestratest system comprises a monitor, autolet, 50 test kits, all disposables, internal quality control, 50 counselling leaflets, result report pads and a carrying case (£395 trade). A pack of 50 kits, disposables, leaflets and report pads costs £75 (trade). **Kent Pharmaceuticals. Tel: 0233 638614.**



Can you meet the demand for scabies treatments?



- The Medical Entomology Centre at Cambridge have reported that scabies infections in Britain have reached epidemic proportions.¹
- Will you be able to get sufficient stock to satisfy the demand?
- Derbac-M is available right now!
- Derbac-M is on record as having fewer side effects than benzyl benzoate.²
- Derbac-M can be used on children from 6 months – unlike lindane.
- For further information please contact Napp Consumer Products Division, Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW. Telephone: (0223) 424444.

1. Chemist & Druggist 1991; 7 September
2. Burgess et al. Br. Med. J. 1986; 292: 1172

DERBAC-M IS KINDER AND MORE EFFECTIVE AND AVAILABLE



Consumer Products Division, Napp Laboratories Limited, Cambridge Science Park, Milton Road, Cambridge CB4 4GW
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Introduces a new name and a new look that's a

Cut along the dotted lines, position over current stock
...and watch your sales grow!



Cow & Gate is about to brighten your shelves with a rainbow of colour...and a potful of increased sales. Here's how.

A new name!

We've added the name 'Nutrilon' to all our Premium and Plus infant milk formulas – for uniformity and ease of recognition across Europe.

And, for further continuity, Nutrilon Soya is the new name for Formula 'S'.

A bright new look!

We already know from extensive research that mothers love our bright new look. It has more impact and it's functional too. Nutrilon Premium is distinguished by its pastel green tin with

...
ut above the rest



small bottle, for use from birth. Nutrilon Plus is in pastel blue, with a larger bottle because it's for hungrier babies. And Nutrilon Soya is in the pastel orange tin with bottle and tumbler illustrations to show that it is suitable for infants, children and adults.

Same Trusted Formulas!

You'll be pleased to know that inside the tins are still the same infant formulas that parents have grown to trust. If parents ask you, do reassure them that the formulas have not changed; neither has Cow & Gate's position as market leader.



The Babyfeeding Specialists

A new look at Durex

LRC Products have relaunched the Durex range, combining a modernised image with new product innovation.

Most variants are now lubricated with ASL — advanced spermicidal lubricant — unique to the company. ASL contains the spermicide nonoxonyl-9 but, unlike competitive products, it is totally dissolved in the lubricant. The company says this allows an odourless product with improved lubricity.

As an alternative, the Allergy, Extra-Strong and Gossamer brands contain the non-spermicidal lubricant Sensitol.

As consumer experience builds, their repertoire of condoms broadens and there is the need for a wide choice, say LRC. Packaging has been designed to give stronger on-shelf impact, to heighten sub-brand awareness without alienating current users. Allergy, for example, has been given a bolder look to reflect customer's interest in the product. And Fetherlite is now said to be the thinnest BSI Kitemarked condom available.

Clearer differentiation of sub-brands has also been carried through to the foils.

The company says safety and reliability are the most important factors affecting choice of condom. To emphasise this, packs now feature a prominent colour-coded Durex logo, plus a 50-year quality endorsement. All packs now contain an information leaflet too.

Durex will be supported with a major £2 million advertising campaign this year, along with emphasis on educating both consumers and healthcare professionals.

Sales of condoms have increased from 112 million in 1986 to around 148 million in 1991, while Durex has a 95.7 per cent volume share in independents, say LRC. Increased availability, wider opportunity to advertise, a reaction against



systemic methods of contraception and concern over HIV/AIDS has resulted in both more users and a more complex marketplace, say LRC Products Ltd. Tel: 081-527 2377.

Well timed offer from AAH

AAH Pharmaceuticals have teamed up with Gillette to offer customers a free alarm clock.

Pharmacists placing orders for eight outers of Right Guard anti-perspirant deodorant, including two of the new variant, Drive, will qualify for a free Braun alarm clock. The offer ends March 31. AAH Pharmaceuticals. Tel: 0928 717070.

Extra Goya

Beauty International are running an extra-fill offer on their Goya male body spray range. All four variants will feature 25ml extra free until the end of April. Beauty Intl. Tel: 0491 33333.

Floral scent from Chloe

Parfums Chloe have launched Narcisse, a floral fragrance described as warm, rich and sensual.

Top notes contain apricot, marigold, and red plumeria; middle notes include jasmine and narciss; base notes contain sandalwood, vanilla and musk.

The bottle is clear glass and the frosted glass cap is sculpted into the shape of a narcissus.

The range includes parfum (7.5ml £40), eau de parfum spray (50ml £28.50), eau de toilette spray (50ml £22.95, 100ml £32) and body lotion (200ml £16.50). From June 1 there will also be eau de toilette splash (50ml £19.50), bath & shower gel (200ml £13), and deodorant (100ml £13).

For the launch the company is offering consumers an evening bag free with purchases of the 50ml eau de toilette spray. Parfums International. Tel: 071-224 1213.

Free Unichem display

Unichem are encouraging early stocking of their sunglasses range by offering pharmacists a free 36 piece display stand.

Pharmacists ordering 72 items across the range will receive a free stand. Orders of 36 items qualify for free stock worth £9.98. All qualifying orders will go into a prize draw to win a Panasonic UF 121 fax machine. The winner will be the first entrant drawn who has correctly identified the number of Unichem own-label products listed in the March offer book that qualify for the "buy 25 packs of selected products and receive 17.5 per cent discount off trade". Unichem. Tel: 081-391 2323.



Oz cleans the crockery

Dendron are launching Oz Crockery Destainer for use on china, cutlery, melamine, teapots, percolators, flasks and glassware.

It is being marketed as a "safe and effective alternative to scouring and bleaching". It is available in a 2 x 25g pack and will retail at £1.25.

The Oz household cleaning range will be supported by a local radio campaign and Press advertising in women's magazines. Dendron Ltd. Tel: 0923 229251.

Shocking offer

Wella are offering extra-fill packs on their Shockwaves range. Shockwaves Wet, Super Firm and Hard Rock gel, Super Firm mousse and Hard Rock hairspray will come with 25ml extra free. Wella. Tel: 0256 471518.



Bristol-Myers have relaunched their Clairol Glints semi-permanent colourant range. Pack graphics have been updated and feature new model shots designed to appeal to 20-30 year old women. Glints will now retail at £1.99 each and the shade range has been extended to 12 colours. A £1.5 million television campaign is planned to support the relaunch. Other support will include point of sale material, including pre-packed outers for display and colour indicators. Bristol-Myers Ltd. Tel: 0895 639911.

More cash prize winners with Crookes!

"Get it right at point of sale and reap the profits" — that is the winning message in Crookes Healthcare's £55,000 Mystery Shopper cash bonanza.

The latest £100 cash winners also have the chance to win

the £55,000 grand prize so congratulations to

Mr Burroughs, Brocklehurst Chemist, Willerby Road, Hull HU5 5JU.

Mr Yi Tsang, Medichem, Harehills Lane, Leeds LS9 6AP.

DB Davies Chemist, Market Street, Newport, Dyfed. Mr Mathews, The Village Pharmacy, Pontardulais, Glamorgan. So make sure your Crookes coldcare units are well stocked and on display because "Effective display

pays! — with Crookes. As two lucky winners said, "They increase sales without a doubt".... "The displays are very useful and I sold a lot of Karvol because of them".



Cussons add Aquaspa shower gel

Cussons are launching Aquaspa, a shower gel, which they claim is the UK's first dedicated shower-specific brand.

Aquaspa is said to be a refreshing gel for body and hair, with an easy rinsing lather which does not make the skin feel tight after use. The packaging is quite different from existing shower gel products, with clear bottles and a contrasting yellow dispenser and hook. An advantage, say Cussons, is the flexible hook which ensures the bottle always hangs vertically and does not drip.

There are two variants, both with light fragrances (225ml, £1.69) and targeted at regular male and female shower users aged 20-35.

The launch of Aquaspa will be backed by a £1 million national television campaign running from July to August, regarded by the trade as the peak showering season.

The shower gel market is worth £40m and grew 17 per cent in the last year (AGB Superpanel). It is the fastest growing sector in the personal cleansing market. And there is still room for growth as although 60 per



cent of people shower, only 20 per cent use a shower gel. In the UK 55 per cent of homes still have no fixed shower unit.

The shower gel market is currently dominated by Imperial Leather, Radox and Lynx. Cussons hope to take a 5-10 per cent share of the market in the first year with Aquaspa. The company has plans to launch the product into Europe. **Cussons UK. Tel: 061-792 6111.**

On TV Next Week

| | | |
|----------------------------|------------------------------|-------------------------------|
| GTV Grampian | C4 Channel 4 | TV-am Breakfast |
| B Border | U Ulster | Television |
| BSB British Sky | G Granada | STV Scotland (central) |
| C Central | A Anglia | Y Yorkshire |
| CTV Channel Islands | TSW South West | HTV Wales & West |
| LWT London Weekend | TTV Thames Television | TVS South |
| | | TT Tyne Tees |

| | |
|---------------------------------------|---------------------------------|
| Anadin Extra: | All areas except GTV, CTV, TT |
| Benlylin cough treatments: | All areas except G, C, CTV, C4 |
| Colgate Great Regular flavour: | All areas |
| Cream Silk 2 in 1: | All areas |
| Le Condom: | STV, G, TT, C4 |
| Listerine: | All areas |
| Mentadent S: | All areas |
| Migraleve: | All areas |
| Milupa infant foods: | All areas except LWT, C4, TV-am |
| Radian B mineral bath: | Y, C |
| Sanatogen children's vitamins: | All areas except G, Y, HTV |
| Sanatogen cod liver oil: | G, Y, HTV |
| Seven Seas cod liver oil: | All areas |
| Silkience: | All areas |
| Sinutab: | All areas |
| Slim-Fast: | All areas |
| Solpadeine: | STV, B, G, C, HTV, C4, TV-am |
| Wrigley's Extra & Orbit: | G, A, HTV, TSW, TVS & LWT |

Vegicaps for the UK

Vegetable capsules, said to be the world's first, have been launched in the UK by G&G Food Supplies.

Vegicaps contain no animal by-products, starch, wheat or preservatives and are dairy-free. They are suitable for vegetarians and vegans and are also kosher, say G&G.

Vegicaps are made from a cellulose-derived carbohydrate gum. They are

said to dissolve at about the same speed as gelatin capsules at body temperature. G&G say the capsules are neutral to their contents and should not interfere with digestion and absorption of ingredients.

Vegicaps have a rrp of £3.95 for 100. Outers of 12 cost £24.23, which give a FOM of 35 per cent, say **G&G Food Supplies. Tel: 0392 412201.**

Berrytrim supplements for slimmers

Larkhall have launched Berrytrim from Cantassium, a new supplement for slimmers.

Berrytrim (60, £5.50) contains over 50 ingredients at levels recommended in the Government's COMA report last year. It is said to

help ensure people on calorie controlled diets receive enough nutrients.

Other ingredients include herbal extracts to help fluid balance, and amino acids, said to help combat fat build up. **Larkhall Laboratories. Tel: 081-874 1130.**

Sporting offer from Rennie

Rennie will be supported by an on-pack promotion during April and May on the 24, 48 and 96 packs of both variants.

The promotion offers consumers the chance to send away for up to five 100 per cent cotton Rennie sports towels at the price of £4.99 each. The offer will run until the end of December and no proof of purchase is necessary. Promotional packs will feature a hold flash highlighting the offer. **Roche Nicholas Consumer Healthcare. Tel: 0707 328128.**

Andrea extended

Original Additions have launched a range of depilatories under their Andrea brand name.

The four new products are: depilatory for legs (75ml and 30ml aftercare cream £2.95), for face, underarms and bikini line (50ml plus 15ml aftercare cream £2.95).

A display unit will be available. **Original Additions. Tel: 081-573 9907.**

Robinson offer

Robinson Healthcare have teamed up with AAH Pharmaceuticals to offer a special promotion on Robinson surgical dressings.

Until the end of April customers will receive a 20 per cent discount with orders over £75.

Orders of goods worth over £100 will qualify for Marks & Spencer shopping vouchers too. **AAH Pharmaceuticals. Tel: 0928 717070.**

Teen shavers from Wahl

Wahl Europe are introducing two shavers which will be aimed at teenage girls.

Teen Breeze leg care is a battery operated wet/dry shaver said to be ideal for first time shavers and can be used in the bath or shower. It has a dual head with trimmer blades for longer hair and a foil head for close shaving. It comes in a travel pouch (£16.99).

Gentle Care is designed for shaving sensitive areas such as the bikini line and is said to help prevent irritation. It will retail at £14.99. **Wahl Europe Ltd. Tel: 0227 740066.**



New Radian-B point of sale material is available this month from Fisons Consumer Health. Featuring the British Olympic logo and the words "Official supplier to the 1992 British Olympic team", the unit displays two bottles each of Radian-B mineral bath liquid and salts, plus three Radian-B liniment (125ml) and three Radian-B rub (40g). Fisons say pharmacy sales of the range are currently growing at 23 per cent, compared to overall market growth of 20 per cent. **Fisons Consumer Health. Tel: 0509 611001.**

Danish oral hygiene range enters UK



Danish oral hygiene company Tandex are entering the UK market.

The company is offering pharmacists a free display unit holding toothbrushes which allows consumers to

feel the toothbrush heads.

Design is an important element of the range of toothbrushes, says the company. Brushes have a broad handle and a matt finish. The head is shaped to

avoid damage to the mouth and there is a range of colours. Other products include interdental brushes, toothpicks, dental floss and tape. **Bay & Vissing UK.** Tel: 081-777 9977.

Seven Seas 'relay race'

Seven Seas stockists are invited to enter their "relay race" competition. Running from March to June, entrants need no training to be ready to race through the

heats and into the final.

In the heats, there is the chance for seven people to win a "silver" prize of their choice, worth over £50, every week for the 15 weeks

of the promotion. All entrants are entered in the race for "gold". The winner gets a set of Royal Mint sovereigns. **Seven Seas.** Tel: 0482 75234.

Gift sets

Montagne Jeunesse will be exhibiting their new gift sets for 1992 at the Cosmoprof exhibition in Italy, April 24-27. **Addis Ltd.** Tel: 0992 584221.

Anadin on TV

Anadin Extra will be supported by a £500,000 television campaign until the end of April. The campaign will be a rerun of the "Lightbulb" commercial. **Whitehall Labs.** Tel: 071-636 8080.

In the cinema

Dendron are supporting Blistez with a cinema campaign the country. A 30 second commercial will be seen by 1.24 million viewers and is targeted at 15-24 year old women. **Dendron Ltd.** Tel: 0923 229251.

Cricket deal

Gillette are sponsoring the BSkyB television coverage of the 1992 Cricket World Cup. Opening and closing Gillette credits will feature on every transmission. Gillette are also co-sponsoring a competition. **Gillette UK Ltd.** Tel: 081-560 1234.

Flex support

Revlon will be supporting their relaunched Flex shampoo and conditioner with a £2 million television campaign starting in May. The advertisement will feature model Cindy Crawford. **Revlon International.** Tel: 071-629 7400.

Hc45 guide

"A useful guide to recommending treatment for contact dermatitis" has been launched by Crookes to support Hc45 cream. The guide describes the causes and symptoms of contact dermatitis and also covers insect bite reactions. **Crookes Healthcare Ltd.**

Migraleve on TV

Charwell Pharmaceuticals are launching a campaign for Migraleve, which will be spearheaded by £1m national television advertising beginning on March 16. A mix of 10 and 30 second commercials will run until August, and will be supported by Press advertisements in a selection of women's magazines and Sunday supplements. **Charwell Pharmaceuticals Ltd.** Tel: 0420 84801.

Free gift with Poly

Henkel Cosmetics are supporting their Poly Style foam perm with an on-pack offer of a free travel mirror. The mirror features the

Poly logo and is included with all three variants. The offer runs from April to May 31. **Warner-Lambert Care.** Tel: 0703 620500.

IN AN UNCERTAIN WORLD...

Superdrug fuel perfume price war

Unichem swallow the Moss chain

Unichem have bought the Moss and Marjorie Moss, widow of the Chemists retail chain in a £27 million paper and cash deal.

No end to recession in sight

Despite Government claims that the recession is suggesting that high street spending is down considerably. The market is so ending.

First Boots advert for repeat script service

What is believed to be the first advertisement telling the public about the Boots repeat prescription appeared in the first issue of the newspaper in Hertfordshire last week (September 26). The advertisement was in the Hemel Hempstead newspaper.

Medicines Act to change

An amendment to Section 28(3)(g) of the Medicines Act 1968 is being proposed as a result of the implementation of Article 11 of the EC Directive 65/65. Both Section 28(3)(g) and 28(3)(h) will be amended.

More variety from Wells Soft Drinks

Wells Soft Drinks are launching a triple variety pack of their sugar-free, ready-to-drink fruit juice drinks in 250ml tetra packs. It consists of orange, apple and blackcurrant and new tropical flavours. At the same time, Wells are launching a blackcurrant triple pack.

The packs, described as "eye-catching", have illustrations of fruit. They mirror the packaging of

Wells' dilute-to-taste drinks, thus building on the brand's "healthy alternative" message, believe Wells.

They say these products have been introduced to counter falling sales in the pharmacy sector. They advise pharmacies to improve their drinks merchandising to increase sales to health conscious customers. **Wells Soft Drinks. Tel: 0584 810567.**

Andrea gets Apricot scrub

Original Additions have extended their Andrea face mask range with the addition of Apricot Scrub. Suitable for all skin types, the scrub comes in a pocket sized sachet (£0.69).

The Andrea range comprises nine face masks and one scrub. As a special offer to retailers who order a 144 sachet merchandiser, a complete stock replacement will be provided free with the next order. **Original Additions. Tel: 081-57773 9907.**

Kashi in the UK

Kashi is an American healthfood cereal now being launched in the UK.

It is made from seven whole grains and sesame. The "semi-puffed" grains are 25 per cent smaller than other puffed cereals. This means their fibre-rich shell remains in place and they retain their chewy texture even after milk is added, say Anglia Inter-Trade.

It is suitable for slimmers and consumers interested in eating pure, natural foods (210g £1.39-£1.59). The launch will be supported by a PR programme. **Anglia Inter-Trade Ltd. Tel: 071-738 8266.**

Vichy relaunch eye make-up remover

Vichy have relaunched their eye make-up remover lotion with new packaging and a new formulation.

The new formula contains an amphoteric surface agent to remove make-up.

Weleda hold surprises for Helfex

Weleda are unveiling a new product range at Helfex 92 next month (April 26).

The only way pharmacists can discover what it is before this date is by answering a crossword puzzle which Weleda are sending out now. This hides the answer to the mystery in the clues.

Everyone who completes the crossword and takes it to Weleda's stand (No. R177) at Helfex will be eligible for a small prize. There is also a tie-breaker involved, with a prize for the winner.

Weleda also promise 30ml sizes of Combudoron spray and Weleda herbal and citrus spray deodorants, plus trial sizes of Aknedoron, and many money-saving offers. **Weleda (UK) Ltd. Tel: 0602 309319.**

allantoin and cornflower to soothe eyes and pro-vitamin B5 to leave eyelashes soft and supple. It is oil-free and can be used by contact lens wearers and those with sensitive eyes. It will retail at £6.25 for 150ml.

Cosmetique Active (UK) Ltd. Tel: 0235 526747.

New look Handy Andies

Scott have relaunched Handy Andies with new packaging, improved quality and new formats. Now extra soft and 3-ply they come in single resealable packs and multipacks of four. **Scott Ltd. Tel: 0342 327191.**



Moscovitch & Co are launching a series of small books, called Flick a Fact, on alternative health subjects. Priced at £1.99 each, the books give a short factual guide to such subjects as natural birth, massage, aromatherapy and homeopathy. The range will be supported by a PR campaign. **Moscovitch & Co. Tel: 071-359 8808.**

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Pharmacy update

Foetal and neonatal morbidity and mortality have diminished as both medicine and social conditions have improved over the years. At the same time the effects that drugs may have on the baby have become relatively more important, if only because they, too, are potentially remediable.

Drugs may affect the foetus either directly, after crossing the placenta, or indirectly, because they alter maternal physiology. Direct effects may be either pharmacological (ie an extension of existing pharmacology) or teratogenic, if the drug is given at the crucial stage of embryological development. In either case foetal effects are likely to be dose related — this is now well established for teratogenic effects.

Although mechanisms are present for the active placental transport of certain essential substances such as amino acids, placental drug transfer is mainly by passive diffusion.

The same principles govern diffusion here as in other lipid membranes such as the blood-brain barrier, the gastro-intestinal tract and the renal tubules. Thus water soluble non-ionised particles diffuse readily across the placenta only with a molecular weight less than 100, while for lipid soluble molecules the maximum size is 600 to 1,000 Daltons.

Lipid soluble drugs therefore cross the placenta rapidly but as they tend to be taken up in foetal as well as maternal tissues, they are slowly cumulative in the foetus. Thus the longer the maternal administration of the drug and the slower its elimination, the more likely it is that the foetus receives a dose which may be toxic. In later stages of gestation it is likely to be eliminated in the urine of both foetus and mother, and can become trapped in amniotic fluid and the foetal gastro-intestinal tract.

Teratogenic effects

Although it is now over 25 years since the teratogenic effects of thalidomide were first reported, public interest in this area has increased. This is partly because of the instinctive fear of giving birth to a malformed baby and also because of the increase in lawsuits and prosecutions.

There is a range of phenomena which can be called teratogenic effects (Table 1). The damage which can be done in the prenatal period includes spontaneous abortion, major and minor structural defects, prenatal and postnatal growth retardation and developmental retardation.



CNRI/Science photo library

Pregnant and ill, too

In the first of three articles on drugs and pregnancy, Catherine Duggan and Charlotte Fry discuss the drug treatment of minor ailments and medical disorders during pregnancy with reference to their teratogenic effects

A teratogenic agent can be defined as anything which increases the chances of a baby being born with a structural or functional abnormality.

The contribution of therapeutic agents to human teratogenesis is probably very small, but a more fastidious approach to prescribing in pregnancy and prescription monitoring by the pharmacist may still decrease the risk of birth defects.

Safety of drugs

The absolute safety of drugs in pregnancy can never be proved. Drugs are primarily designed to do good and if a pregnant woman becomes ill it is in the best interests of her baby and herself that she gets better as quickly as possible.

There is a large overlap in prescribing habits between necessary and unnecessary drugs: for example, drugs

preventing vomiting compared with those for the treatment of conditions such as meningitis and septicaemia.

Prescribing

The potential for placental transfer of drugs has to be considered when prescribing for the mother. The few drugs which do not normally cross the placenta, heparin for example, are still potentially capable of affecting the foetus by their action on the mother and the placenta.

The pharmacokinetic and pharmacodynamic problems of prescribing in pregnancy must be considered in addition to the following:

• The ethical problem

The intention of management in pregnancy is to achieve a healthy mother and baby. It is essential that the best estimate

Table 1. Teratogenic effects

Spontaneous abortion
Major structural defects
Minor structural defects
Prenatal growth retardation
Postnatal growth retardation
Developmental retardation
Behaviour disorders

of the hazard involved is explained to the mother: for example, cytotoxic therapy used in the treatment of cancer. If these hazards are unacceptable to her then she has the ethical right to abortion.

• Medico-legal considerations

An increase in legal proceedings has made toxic drug effects a vital consideration when prescribing. For example, prescribing an ergot preparation for migraine may result in spontaneous abortion and would be considered negligent.

Principles

A prescriber needs to review and advise all patients with medical disorders if conception is planned. In addition, the necessity for any drug to be prescribed should be carefully evaluated. Careful therapy and good control will minimise the risks.

Abnormalities

The majority of abnormal conceptions undergo spontaneous abortion in the first few weeks of pregnancy. Of pregnancies which survive the first trimester between 0.1 and 0.3 per cent result in a baby with a major congenital malformation. This, of course, depends on the definition of abnormality.

Antenatal preparation

Preconceptual counselling

The pharmacist has a multiple role to play in counselling. This can be educational, providing information on the anatomy and physiology of pregnancy, or an advisory role in relieving anxieties.

These can be exemplified in women with problems such as obesity, smoking or maternal age; for those who have had previous spontaneous abortion or perinatal losses; for those with medical complications including hypertension, heart disease and diabetes. Similarly, advice on nutrition and general health care is useful in increasing confidence in a woman trying to conceive.

Much emphasis has been placed on antenatal attendance as soon as pregnancy is suspected. In practice there is little an obstetrician can do for the healthy woman at this stage. There may be an advantage to seeing the woman with complications before this, but the potential for a constructive contribution is not as great as at a preconceptional visit.

Dietary factors

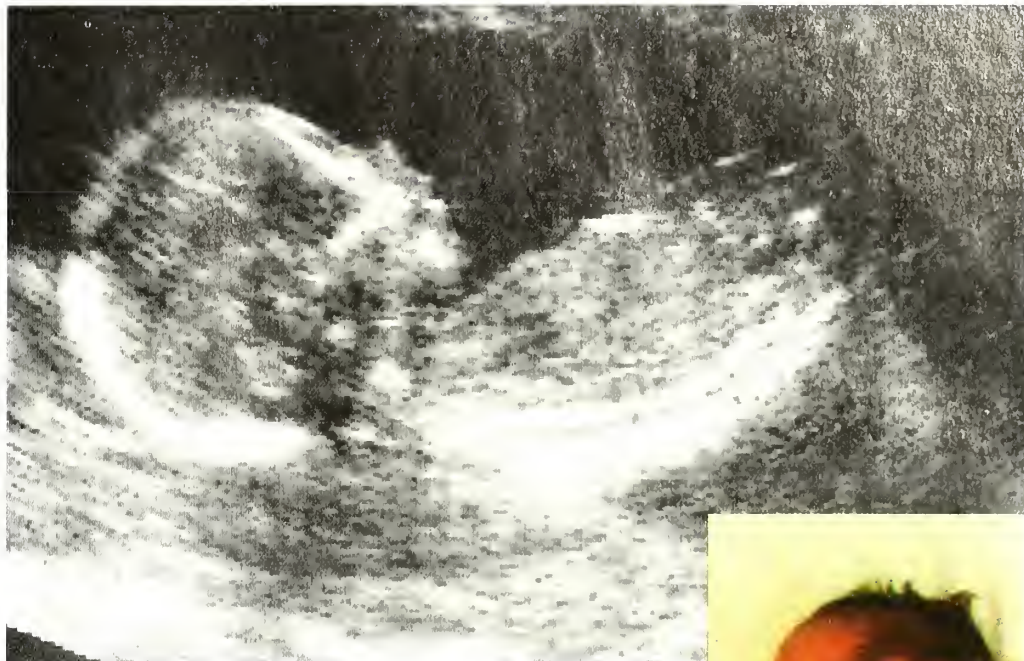
Attention to the potential role of dietary factors in relation to foetal health is increasing. In a developed country, the only dietary advice needed by healthy women with no relevant abnormal obstetric history and no dietary fads is to control their calorie intake if they start gaining weight excessively.

Calorie intake can be assessed only in terms of weight gain during the pregnancy. The best time for this assessment is the middle trimester, when morning sickness is usually over and reduced weight gain and actual loss which may result from placental insufficiency has not started.

Good nutrition with a weight gain of 7-9kg in pregnancy is compatible with maternal health and low perinatal mortality. Weight control is best achieved through dietary methods alone, though there is some evidence that appetite suppressants are not teratogenic.

Fluid intake should not be restricted in the pregnant woman. Hypotonus and stasis in the lower urinary tract predisposes to infection if fluid excretion is reduced. The intake of alcoholic fluids should not exceed the equivalent of 90ml per day, or there is serious risk of foetal alcohol syndrome.

The concept of salt restriction in pregnancy has been abandoned except for those with essential hypertension. Calcium and magnesium are likely to be deficient only in malabsorption syndromes, or after parathyroidectomy.



Calcium lactate tablets, taken to relieve nocturnal leg cramps in pregnancy, seem harmless.

The total body iron in a healthy woman is about 3.5g. About 550mg is required for the formation of foetus and placenta, and about 500mg in increased maternal red cell mass which depletes the mother's iron stores. The pregnant woman needs to absorb some 5mg of iron daily to maintain her iron stores. Advice is also necessary in coping with the constipation which may be caused by oral iron supplements.

Asian women living in Europe often have a low vitamin D intake and, because of their clothing and tendency to stay indoors, little exposure to sunlight. As a result, their vitamin D status in pregnancy is often borderline and preparations such as calcium with vitamin D have proved beneficial.

Vaccinations

Live vaccines are best avoided in pregnancy. The hazards are those of pyrexial or other systemic reactions. Rubella vaccination should not be conducted during pregnancy. Immunisation after childbirth, accompanied by contraception for three months, is appropriate for patients who are serum negative for rubella. In an epidemic, it is reasonable to immunise pregnant women against influenza, but if widely used there may be a chance that severe reactions will do more harm than the influenza.

Hepatitis B carriers represent between 0.1 and 0.6 per cent of the antenatal population in Great Britain. The hazards they engender are principally blood-borne, and to their medical and nursing attendants.

Chickenpox and zoster are unusual in pregnancy but rare cases of related foetal brain and limb damage have been reported. If a pregnant woman has been in contact with the disease and gives no history of

the illness, a dose of zoster immune globulin given within three days may protect the foetus against infection.

Tetanus, cholera and yellow fever immunisations convey no known risk to the foetus.

Radiation and ultrasound

Estimates of the dose of radiation necessary to place the foetus at risk vary widely. Doses that have a probable relationship to foetal abnormality are 50 rad and over, applied between the tenth and 40th day after conception. There is no evidence in humans of any second-generation effect of diagnostic x-rays in utero on the reproductive performance of the offspring.

No convincing evidence of chromosomal damage has been found after ultrasound examinations. However, it is not yet possible to say with absolute confidence that ultrasound never does harm.

General factors

The lethargy that is so common in early pregnancy is probably an effect of progesterone and its metabolites. The woman's own reaction to these influences, ie increased body weight and abdominal distention, is the best guide to the actions needed. These may include rest, moderate exercise, or a reduction of calorie intake.

Medication

• Analgesics

Claims that the use of aspirin causes congenital defects have found little convincing evidence but, as a prostaglandin inhibitor, it may delay the spontaneous onset of labour and prolong its course if taken in full doses and at the end of pregnancy. Platelet aggregation in newborn infants may be impaired, so salicylates are probably best avoided in women prone to premature labour.

Paracetamol is much more



Foetus in womb at 17 weeks, and the healthy baby unharmed by the ultrasound

widely used in pregnancy and no harm has been suggested.

The neonatal respiratory depression that can result from large doses of narcotic analgesics, including pethidine, are well known. The use of a morphine antagonist has been abandoned, as it is simpler to resuscitate the newborn should it be needed.

• Antacids

Previous evidence of an apparent association between teratogenesis and antacids, particularly in the first eight weeks of pregnancy, has not been substantiated in larger prospective studies.

However, if other non-drug treatments fail (looser clothing, smaller and more frequent meals, a higher carbohydrate component) the probable best choice is magnesium trisilicate mixture for the treatment of dyspepsia in pregnancy. Alternatively, the use of magnesium hydroxide mixture carries with it the additional property of a mild laxative effect.

• Anti-emetics

Nausea and vomiting in the second half of the first trimester can cause considerable misery for the pregnant woman. If the symptoms persist after iron tablets have been discontinued, urinary and other infection have been ruled out, and simple

Continued on p398

Continued from p397

measures such as biscuits first thing in the morning, glucose sweets and small meals have failed, then the use of anti-emetics is contemplated.

Metoclopramide, which has a central anti-emetic action, and also promotes gastric emptying, is often effective. Promethazine seems to be effective but tends to make patients sleepy.

● Diuretics

Chlorthalidides and bed rest have proved useful in managing mild pre-eclampsia but this may have been due to a low-grade antihypertensive effect.

Diuretics should generally be avoided during pregnancy, unless needed to treat specific conditions such as heart disease.

● Laxatives

There is no indication that any of these preparation are teratogenic. It is possible that drastic purgation with colonic irritants can predispose to abortion by stimulating uterine contraction. Castor oil given at term when it is not rejected by vomiting, results in a burst of colicky uterine contractions, sometimes accompanied by signs of foetal distress.

Dietary measures and discontinuation of oral iron preparations, accompanied by increased fluid intake and moderate exercise, are the first choice in treatment of constipation; magnesium hydroxide mixture is the second.

Mineral oil preparations are best avoided as they interfere with the absorption of fat-soluble vitamins, such as vitamins K and D. Irritant purgatives such as senna should be reserved for those habituated to its use.

● Oxytocic drugs

The safety of intravenous oxytocin in doses for the induction of labour and treatment of uterine immobility outweighs perinatal mortality where the risk factor is 2 per cent. Dehydrogenated ergot alkaloids and sparteine both appeared safe for induction of labour at first when given in moderate doses. With prostaglandins used for the induction of labour, no reports of toxicity have been evaluated.

● Prostaglandin synthesis inhibitors

This group of anti-inflammatory

agents, which includes aspirin, fenoprofen, ibuprofen, indomethacin, ketoprofen, mefenamic acid and naproxen are not known to be teratogenic.

On the other hand, given in late pregnancy, they pass through to the foetus and may interfere with prostaglandin mechanisms which maintain patency of foetal ductus arteriosus in the presence of a low blood pressure. This may lead to poor circulation at birth

to defer non-urgent procedures to the second trimester, to avoid many risks.

General anaesthesia conveys no hazard to the foetus, though postponement of non-urgent procedures should be considered.

● Anticholinesterases

Myasthenia gravis is a rare complication of pregnancy. Interaction with other drugs, such as aminoglycosides, may add to the neuromuscular blocking effect.

Women who have had a pregnancy affected by neural tube defects such as spina bifida should start taking folic acid supplements (5mg daily) before their next pregnancy. This recommendation follows a Medical Research Council vitamin study into the prevention of neural tube defects published in *The Lancet* last July.

The study involved 1,817 "high risk" women in seven countries who were randomly allocated to one of four groups: folic acid, other vitamins, both or neither. Of the 1,195 full term pregnancies, 27 infants had a known neural tube defect, six in the folic acid groups and 21 in the two other groups. Folic acid was therefore said to have prevented 72 per cent of neural tube defects.

The MRC said it was not clear whether all women planning a pregnancy should take folic acid supplements. But it called for public health measures to ensure that the diet of all women of childbearing age contains an adequate amount of folic acid.

Foods rich in folic acid are lettuce, raw or lightly cooked green vegetables such as spinach, broccoli, cabbage and sprouts, as well as frozen peas, bread, rice and nuts.

or persistent pulmonary hypertension in the newborn.

● Sex hormones

There is no established indication for the use of oestrogens in pregnancy. Stilboestrol may lead to minor vaginal structural and epithelial abnormalities in the child.

The only accepted use for progestogen supplements in pregnancy is in women with recurrent abortion in the first trimester. Pregnancy should be excluded before starting to take the combined Pill.

Medical disorders

A number of drugs which are used to treat medical disorders in pregnancy are known to convey a small risk to the foetus. With most of these agents, careful therapeutic prescribing can minimise the risk.

Anaesthetics

In general, local anaesthesia in pregnancy creates no problems. The rare convulsive reaction to local anaesthetics can give rise to foetal anoxia if prompt attention is not paid to the patient's airway. It is preferable

● Anticoagulants

There are a number of reports on the harmful effects of anticoagulants during pregnancy including foetal abnormality, abortion, prematurity and stillbirth. The incidence of abnormality associated with warfarin use in the first trimester is still not clear, although a definite risk has been identified between weeks six and nine. The rationale behind for warfarin use in patients at high risk from thrombosis or embolism before conception.

Heparin can safely be used during pregnancy as an alternative to warfarin once pregnancy is confirmed or suspected. Heparin administration is discontinued when labour is induced and can be recommenced at the end of the third stage of labour.

● Anticonvulsants

There is little doubt that the anticonvulsant drugs, including carbamazepine and phenobarbitone, have a teratogenic effect. They interfere with folate absorption

and metabolism in humans. Monitoring of the drug levels in the blood is desirable to determine a benefit-risk ratio.

● Antidepressants and psychotropics

Preconceptional counselling is of value for all patients taking psychotropic drugs. As a general principle, drug therapy can be reviewed and perhaps reduced. The latest psychotropic agents should be used only where their use in pregnancy has been well documented.

● Cytotoxic drugs

There are conflicting views as to the relationship between harm to the foetus and benefit to the mother.

● Diuretics

Thiazide diuretics are best avoided in pregnancy unless there is a firm indication for their use. Frusemide is a much more potent agent and conveys a real risk in reducing intravascular volume and placental perfusion. Continued use in pregnancy should be restricted to patients with heart or renal diseases where essential.

● Hypoglycaemic drugs

Patients with diabetes should be reviewed before conception. Good control, best obtained with insulin, is the aim of therapy.

● Hypotensive drugs

Hypertension is best treated in pregnancy with methyldopa as it acts centrally. Hydralazine can be used to supplement methyldopa over two to three weeks when control has been difficult to maintain.

● Immunosuppressives

It has been very difficult, over the years, to evaluate the teratogenic effects of steroids.

Conclusion

The greatest potential for further reduction in foetal abnormalities associated with drugs is preconceptional review of such patients and their treatment. In these patients prescription monitoring should be an adjunct to careful prescribing habits. Ultimately, benefits must outweigh risks.

Catherine Duggan works in the pharmacy department at the Royal Free Hospital, London. Charlotte Fry works at the pharmacy department at the Royal London Hospital, Whitechapel.

ANNOUNCEMENT

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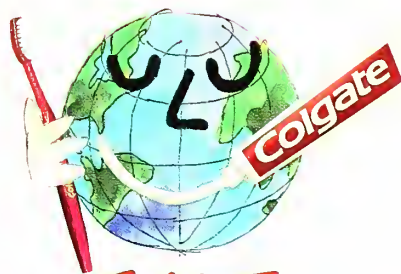
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*Source: AGB 12W/E Sept 91 VS.90 (following relaunch)

No worries for Right Guard as it heads to the top

Right Guard, one of the nation's favourite anti-perspirant deodorant ranges, is set to cause a stir in 1992. With a complete relaunch of the brand underway, Right Guard is aiming for the number one market position

A brand new male variant, Drive, has just been introduced, while the whole range has benefitted from an updated packaging design, improved

formulas and a major new advertising campaign.

Maximising market opportunities

The relaunch comes as a result of extensive market research carried out by Gillette to identify new opportunities in this highly dynamic and profitable market sector.

The deodorants market is one of the fastest growing toiletries categories, with a 37 per cent volume growth since 1980. It is now worth over 420,000 units a day, or 154 million units a year.

This growth has been encouraged by a dramatic change in consumer attitudes towards personal hygiene — people are getting cleaner, deodorants are now regarded as important as the toothbrush and form an integral part of the personal care routine. This has

been accompanied by a decline in the number of people sharing a deodorant — women, and now, significantly, men prefer to buy their own, and are using them more often.

Drive for men

The male anti-perspirant deodorant market has shown exceptional growth in the last decade. In 1981, 67 per cent of men claimed to use a deodorant. By 1991, this had risen to 80 per cent of the male population, giving an additional 3,800,000 new male users.

In an effort to capture a greater proportion of this sector and grow male usage even further, Right Guard has introduced Drive — a brand new variant especially for men.

Colin Peacock, product manager for Right Guard, explains: "We recognised that the existing Right Guard range

was failing to attract the young male market and consequently we were missing a major opportunity for growth. With our new product, Drive, we are aiming to capture that particular market sector and are confident of repeating the success we enjoyed with Vogue. This female variant was introduced in 1989 to appeal to today's contemporary woman and now enjoys a significant market share. Research has resoundingly confirmed that Drive is the way forward — it offers young men all the established benefits of Right Guard, plus distinctive male packaging and a contemporary fragrance."

Right Guard Drive is available in three application formats: aerosol, roll-on and solid. The product contains highly effective ingredients offering unbeatable double protection to control perspiration and



Brand new packaging for the Right Guard range



Drive, a new Right Guard variant, especially for men

check odour, combined with a refreshing male fragrance.

Drive is marketed specifically for men with a "new for men" flash on pack.

Improved packaging and product formulation

To revitalise the Right Guard image, new, updated packaging has been developed to build the range identity and strengthen the "Double Protection" claim. The new packs are clean and simple with fresh, exciting colours which add modernity and impact to the range.

With product effectiveness recognised as the key to success, both the aerosol and solid application formats for all variants of Right Guard have been significantly improved for 1992. The new improved aerosol is quicker drying with reduced clothes staining potential, and the new smoother formula solid is less crumbly on application and is packaged in an improved primary container. These improvements are flashed on pack.

The Right Guard Original variant has also been extended to include a roll-on application format. The full range now comprises six variants.

New advertising theme — one less thing to worry about

A major new advertising campaign, which started last month, reinforces Gillette's commitment to the Right Guard brand. Two new advertisements are now on air; one targeted at men, the other at women, the aim of both — to challenge potential consumers to think again about Right Guard, while reassuring its committed customers.


Based on a theme of "No Worries", the advertisements stress Right Guard's established strengths — its double protection formula. The fun commercials feature everyday people in everyday situations facing everyday little problems; the message — whatever your worries, if you use Right Guard you will never have to worry about perspiration. In short, Right Guard is one less thing to worry about.

The advertising campaign, which represents an investment of £3.7 million, will run for four months this year.

Make sure you join in the Right Guard success. A brand new variant especially for men, improved products, an impactful new design, and a brand new advertising campaign are all geared towards making Right Guard the number one brand. Keep your shelves stocked and, like the advertising says, you'll have one less thing to worry about!

Two new tv commercials for Right Guard — one less thing to worry about





"Weleda's homoeopathic medicines - they definitely bring people into the shop."

Chris Gifkins M.R. Pharm. S.



"Ten years ago, we stocked about half a dozen Weleda remedies - now we have two cabinets full. Interest in homoeopathy definitely snowballs; it happened to me, it happens to our customers. When they find one remedy works, they want to try more. It's a process of discovery.

People see us as *the* specialists. They become very loyal customers and come back again and again. Many of them, incidentally, are mothers with young children; they are looking for safe gentle medicines especially during pregnancy and through their child's early years."



"Everyone at Weleda is genuinely very helpful, efficient and friendly" *Jo Hudson M.R. Pharm. S.*

"I went on a Weleda training course and now I find customers come back again and again because they trust me to recommend effective remedies.

I find particularly patients with chronic conditions, who have gone through all the conventional treatments, turn to homoeopathy - for instance, some patients with rheumatism; they've found homoeopathy works and wonder why they didn't try it before!"



"I can ring up Weleda at any time and there'll be a pharmacist there who can help" *Sue Miles M.R. Pharm. S.*

"I've been selling Weleda homoeopathic medicines for 4½ years now and people come from quite a wide area because they know I can help them.

Some of these remedies solve problems which defeat conventional medicines. For instance, you can give Arnica as a first-line treatment for bruising and muscle strain and, used pre- and post-operatively, it can reduce trauma and bruising - there is nothing in the conventional armoury that can do the same thing."

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- Full range of Weleda toiletries.
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Council to look into a fourth class of medicines..



The Royal Pharmaceutical Society's Council is to seek information on the potential advantages and disadvantages of introducing a new class of medicine which would be available for sale without prescription but with requirements over and above those for supervision of pharmacy medicines.

A pharmacist would have to be personally involved in every sale of a medicine in the new class. There could also be a requirement for records to be kept of such sales, presumably to include the name of the pharmacist involved.

Secretary and Registrar John Ferguson said there were already such classifications in other countries such as Canada and New Zealand. It had been suggested that the removal of medicines from POM control might be facilitated if there were a "pharmacist-only" category providing a level of control one

stage higher than the supervision requirement for pharmacy medicines.

Gordon Appelbe felt that more information was needed before the matter could be debated. He was concerned that the proposal might be seen as suggesting that pharmacists had failed to properly supervise sales of medicines under the present legislation. Linda Stone suggested that personal sale by the pharmacist would provide a reassurance that pharmacists did take seriously the fact that medicines newly released from POM control were potentially more potent than existing pharmacy medicines.

Dr D.H. Maddock did not understand why another category was needed. It could dilute the status of pharmacy medicines, leading to pressure for transfers to the general sale list. The secretary

and registrar said some pharmacy medicines might need special care, for example, Council had asked pharmacists to sell certain pharmacy medicines personally, and to keep records of sales.



When the police asked AAH Pharmaceuticals for a raffle prize for a charity party, the company responded by donating a wheelchair. The prize went to Crow Wood Day Centre in Wickes. AAH marketing manager, Alan Turner, is pictured (centre) at the presentation

... and to press for a national DUMP campaign

The RPSGB Council has agreed to press for the national provision of schemes for the collection and destruction of unwanted medicines returned by patients.

From April 1 the Environment Protection Act 1990 will introduce new restrictions on the disposal of controlled waste by pharmacists. The Practice Committee noted that in many parts of Britain there were no schemes for the collection and disposal of unwanted medicines. It was suggested that each FHSA should be urged to organise a scheme to deal with the problem within its area.

It was also pointed out that some parts of the Act were being interpreted in different ways by different waste disposal authorities. Discussions on these matters were taking place with the London Waste Regulation Authority, the Department of the Environment and the Health and Safety Executive in conjunction with the revision of the Waste Management Paper No 25 on clinical waste.

The working party on the future of community pharmaceutical services had recommended that there should be routine arrangements for the disposal of unwanted medicines from community pharmacies. On the Committee's recommendation, Council has agreed to hold discussions initially with the Pharmaceutical Services Negotiating Committee and then with the Department of Health and the National Association of Health Authorities and Trusts with a view to providing DUMP schemes at no cost to the community pharmacists

concerned. The matter would also be raised at a seminar for FHSA pharmaceutical advisers, to be held at the Society's headquarters on March 23.

Medicine prices in EC The Society has received a preliminary draft of proposed European Community measures to modify and complete legislation on the pricing and reimbursement of medicinal products for human use.

The secretary and registrar reported that it contained some far-reaching proposals, such as the abolition of price controls, although it was not clear whether that included resale price maintenance as well as government controls imposed in some EC countries as a means of limiting the cost of reimbursement of medicines dispensed under social security schemes.

The draft also argued that health service patients should pay a share of the cost of their medicines sufficient to encourage them to choose the treatment which offered the best benefit/cost ratio for themselves and therefore for the health insurance system. The draft included a vague statement about prescription charge exemptions for the more underprivileged.

On generic substitution, the draft made a firm proposal that the delivery of cheaper products which had the same therapeutic benefits should not be impeded or discouraged.

Preregistration tutors Council approved a number of changes in the requirements to be met by pharmacists wishing to act as preregistration tutors. The changes

had been recommended by a working party set up to consider the matter.

Council agreed with the Education Committee's recommendation that pharmacists wishing to act as preregistration tutors should be required to undertake at least 15 hours a year of continuing professional development. A person assuming the duties of preregistration tutor in succession to a pharmacist who had had to relinquish those duties should be required to attend the next available seminar for first-time tutors. Such seminars would be held at least every three months.

Each pharmacy approved for pre-registration training purposes should have only one preregistration tutor, who should be in a managerial position senior enough to be able to guarantee the content and quality of the training. Any other pharmacists who directly supervised preregistration training would be referred to as preregistration "trainers". Such trainers would be eligible to attend first-time tutor seminars.

Training in other EC countries Council agreed to seek a Byelaw amendment which would allow preregistration trainees to spend up to three months of the preregistration year in a community or hospital pharmacy in another EC member state, subject to Council's approval. The overseas placement would have to be an integral part of a competency-based training programme and in the middle six months of the pre-registration training.

Election procedure Following the decision to introduce an election for three places on the community pharmacy subcommittee, Council agreed that no pharmacist should be able to serve both as a member of Council and as an elected subcommittee member. If a candidate successfully took part in both the Council and the subcommittee elections, that person would serve as a Council member and the place on the subcommittee given to the next candidate in the voting order.

Pharmaceutical sciences group Council approved a Science Committee recommendation that a "pharmaceutical sciences group" should be formed within the Society's structures. Membership would be open to all individuals working in pharmaceutical sciences.

Ethics Code revisions Amendments to the draft revised Code of Ethics had been accepted by the working party on the Code in the light of comments made by the Society's branches and others.

Community care proposals Council accepted the report of its working party on community care, whose recommendations covered the training of community care and day care staff by pharmacists, monitoring pharmaceutical care in nursing and residential homes, and an exhortation to community pharmacists to stock basic mobility aids and other articles to help clients maintain an independent life style. Council agreed that the report should be published in booklet form and circulated.

Leasing has become an established alternative to buying company cars and computers, but many potential customers are not aware of the wide choice available within this financing option, argues Ron Williams of Parkfield Leasing

The leasing maze

One of the troubles with the finance industry is that terms are used as if they had a meaning set out somewhere in stone. "Lease" is used as if it had a legal definition instead of simply being a general description of some form of finance plan. However, things are not as cut and dried as they seem.

There are leases where you own the asset and there are leases where you must never own the asset; there are leases that give you a guaranteed cost and there are leases where you are responsible for the resale price as if you had paid cash; there are leases where the leasing company takes part of the proceeds of resale and there are leases where they do not.

Not long ago I spoke to a company secretary who told me that they had recently started leasing. They had two vehicles on lease, one with a residual value of an unknown amount, while for the other they had an agreement for the dealer to buy it for a small sum at the end of the lease in a way that they did not understand. In the circumstances I find it difficult to believe that they have struck a good bargain.

Two agreements

Leases are not particularly difficult to understand provided that one has a map to the maze. There are essentially only two types of agreement possible: those where you will acquire title and those where you will not. Each of these two alternatives are themselves divisible into two: you can acquire title using your own money or you can use someone else's and if you rent then you can do so at either a fixed or a variable cost basis. All plans lie in these four basic categories.

Few cash purchases are truly made with cash. They can be cheques paid from an overdraft, and overdrafts are meant to cover fluctuations in the needs of working capital, not to finance long-term, fixed assets such as cars or machinery. Many companies which took this route are currently wishing that they had not, as borrowing facilities are generally being reduced. However it is sometimes possible to refinance the items on a leaseback agreement.

rental agreement. For companies in those fields that cannot reclaim their VAT such as insurance then the monthly payments do not attract additional VAT. When the agreement covers equipment or a commercial vehicle few finance sources will agree to finance the VAT on the purchase and this will have to be paid along with the deposit.

The two types of rental agreements are usually called finance leases and contract hire. Since finance leases must be shown on the balance sheet their rentals attract additional VAT and the tax allowances for cars costing over £12,000 are diminished. Consequently they are becoming less used and are now primarily for equipment leasing. Even so, the leasing company will be able to claim the capital allowances on a finance lease and so may be able to reduce the interest rate. As the VAT on the cost of the new equipment is paid by the leasing

company, it is passed on via the rentals. Arguably, that can be beneficial to a company unable to reclaim VAT as it avoids a single, large payment up-front and effectively substitutes monthly VAT instead.

An advantage of contract hire is that it is not shown on the balance sheet and this may be useful for reducing gearing. Normally it is not readily available except for vehicles and computers and, as with finance leases, the amount of the rentals that are tax allowable is reduced. Principally this is an operating plan like renting a car or computer for the weekend except that the agreement is being made for a long term. In the right circumstances it reduces the amount of control necessary to keep the running costs of cars within sensible bounds. The costs are fixed and while it may not always be cost effective for small companies it is a sensible plan for medium fleets that are not big enough

to be able to justify a transport manager.

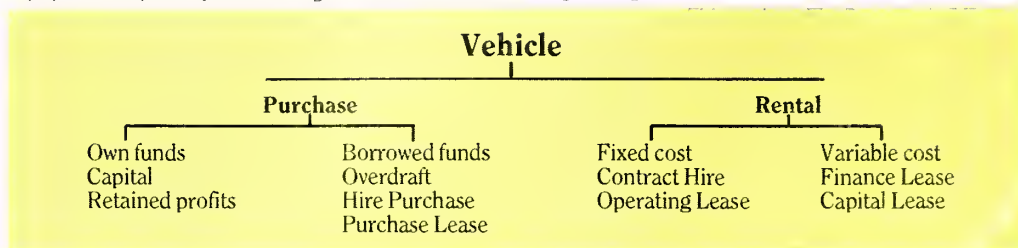
Competition in the new car market has seen the increase of special offers and discounts rise to such a level that prices of 12 month old cars have sunk almost out of sight. Bargains giving a 25-30 per cent saving are not uncommon for cars with low mileage, but great care needs to be exercised in their purchase and an extended warranty should be taken.

A new entrant in the market for those capital-hungry and administratively burdensome passenger cars is contract purchase. This is a purchase lease with a guarantee that if the car is not worth the residual value then the leasing company will pay it for you. If you make a loss they will cover you. And it can come with a fixed cost maintenance plan.

● Parkfield Leasing, Fencot House, 4 Parkfield Avenue, Amersham, Bucks HP6 6BE (tel: 0494 727563).

Selling points

A hire purchase or purchase lease agreement gives you title to the item, the repayments are fixed, the funding cannot be withdrawn (as long as you make the payments) and if the agreement is for a car costing more than £12,000 then the tax claims are improved over a



A first step should be to call a meeting of all staff and others involved in the conduct of the pharmacy. The object is to get to know one another and to consult on the future of the business. When there is a change of ownership staff are likely to be worried about their security and prospects; uncertainty is bound to affect adversely the fortunes of the pharmacy. Bad for morale, bad for takings.

You should, before buying any pharmacy, have a clear picture of what you propose to do with it. The research already carried out would give you an insight into the possibilities for diversification if that is what you seek. But how far you can succeed will depend largely on having the necessary expertise in your staff. And expertise is not much use unless you can inspire people to work with you to employ it as fully as possible. A key to winning co-operation is consultation.

Listen and learn

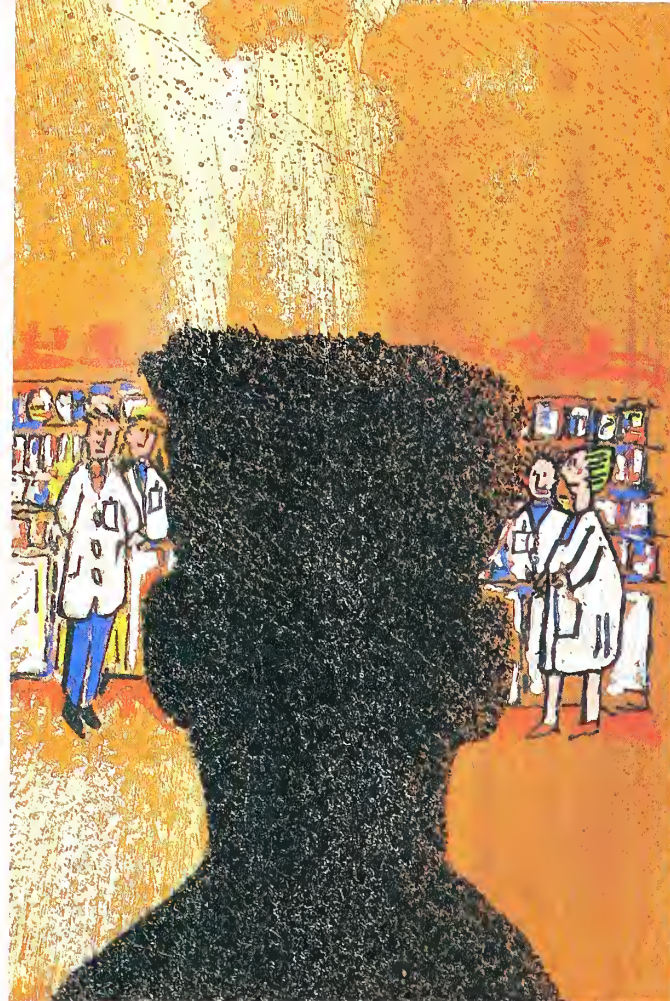
At your meeting you can tell your people how you hope to develop the pharmacy for their benefit as well as yours. Listen closely to *their* views on how you feel you could expand the service to the public you serve. Between them staff have a wealth of knowledge about local needs and prejudices. LISTEN, and you will learn what is likely to attract custom, what is probably going to be unacceptable. If you can encourage staff to give their views frankly you will get to know a lot more about them. Let them do most of the talking.

Make it clear that training might be needed to enable new forms of activity to be efficiently and professionally carried out. Many of us are nervous when undertaking jobs not previously encountered, so it is advisable to emphasise that training will be arranged where necessary. Where, for example, cholesterol tests or needle exchange are to be started, some staff might need a good deal of reassurance. Knowledge helps to dispel fears.

Contracts

Have a detailed look at the employment contracts. Amendments might be required where new tasks are to be added to those done for the owner you have succeeded. Naturally, individual arrangements are needed. And while dealing with the employment contracts, decide whether you should try to protect yourself in the event of a key staff member leaving you and joining a competitor. Such a person might well be able to transfer the affections of clients, maybe of nursing homes, to the new employer. Take legal advice. Remember that a restrictive covenant must be reasonable between the parties and also as regards the public. Otherwise it would be of no effect at all. Consult the NPA.

Quick judgments on staff should be, in general, shunned. But after your first staff meeting you might have already got the impression that one or other is



The new broom

There is more to taking on a new pharmacy business than professional competence and a head for figures. In the second of his series "Back to basics", Eric Jensen BCom, MRPharmS, looks at how a new owner can get the best out of existing staff

unlikely to fit in with your grand design. Regular meetings should, I suggest, be an integral part of your management plan. If these and other signs confirm your first impression, you might decide that you and the pharmacy would fare better without the unenthusiastic or unco-operative member.

You would, I presume, do all you could to help the member change his or her attitude. But if all fails you could have to take the unhappy decision that you must part. Great care is needed, and legal advice must be taken before you act. Each step in the procedure has to be scrupulously planned and executed. You could in any case find yourself paying out substantial sums of money.

A cost-benefit exercise is useful. What will you gain, what will you lose, by your decision? Don't forget the psychological aspects. There is a high stress factor in enduring a bad apple in your basket. This stress is not affecting you alone, but also the

good apples and your customers.

Market research

From the outset you should aim to make every member of staff a market researcher. Market research into all facets of a pharmacy is vital. The big concerns know this truth well: most smaller businesses neglect it, thinking it is only for the mighty. You can engage professional researchers at substantial cost, or you and your staff can carry it out to your great benefit.

Field research is concerned with what goes on outside the pharmacy, while desk research is based on information gleaned from analysis of, for example, where prescriptions come from, of questionnaires handed to customers of PMRs and so forth.

The professional and national Press provide a mass of facts about trends affecting pharmacy: why not enlist the help of staff in running a "Press

cuttings" scheme? Field work involves studying the competition both within and outside the profession. Learn from the successes and failures of others. Check on people passing your pharmacy. How many enter, how many look in your window? Is your window display suited to the makeup, by age and sex, of the shoppers in your street. However you must exercise caution; make sure your research does not offend the Code of Ethics.

Points to ponder

1. Unless you trade under your own name there are various formalities to comply with. See chapter 2 of *Law for the small business*. The Registry of Business Names has been abolished.
2. Consult with your solicitor and accountant on the pros and cons of forming a limited company. If you wish to offer shares to staff you will obviously need a company.
3. Consider the political situation in the UK and the impact of the EEC. Will controlled distribution of NHS services be abolished? How vulnerable would you be?
4. Think how you would be affected, if at all, by minimum wages legislation, should this be introduced. Familiarise yourself also with the many aspects of the EEC social charter.
5. Make sure that, if applicable to your pharmacy, the Data Protection Act is complied with.
6. Revise and expand your knowledge of the Health and Safety Regulations. Recent publicity about the stress effects of using VDUs emphasises that all employers should give the closest attention to actual and potential health hazards. Think of yourself as well as of staff. Remember that in a limited company directors are employees of that company. You are the boss, but could still be an employee!
7. Plan your advertising for a year or more ahead. Take no chances that you could offend the Code of Ethics. Check with the NPA and the RPSGB in advance.
8. Make certain that cheques in payment of your registration fee and of your premises fee have been cleared. Do the same with other crucial payments. You could be involved in heavy penalties through failure to make sure. Prevention is much less costly than cure.

Reference books

Law for the Small Business, by Patricia Clayton. Kogan Page, £8.95. ISBN 1 85091 643 8
Family Spending, Central Statistical Office, HMSO, £19.50. ISBN 0 11 620502 4
The Retail Pocket Book, NTC Publications Ltd. £16.95. ISBN 1 870562 66 6
People First in Retail, by E.A. Jensen (publisher E.A. Jensen,) £7.50. ISBN 0 9502208 4 1.

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We draw your attention to the fact that it is an infringement of the rights of Ciba-Geigy in the registered trade mark VOLTAROL to:

- 1) apply this mark to packs originally sold under another brand name;
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Ciba-Geigy has taken and will continue to take action against those who engage in either of the above practices.

Dispensing any other product on a prescription for VOLTAROL or VOLTAROL RETARD is also against the Code of Ethics of the Royal Pharmaceutical Society which clearly states that 'A Pharmacist should not substitute (except with approval of the prescriber or a hospital drug and therapeutics committee, or in an emergency) any other product for a specifically named product even if he believes that the therapeutic effect and quality of the other product is identical' (paragraph 1.4(ii))¹.

Ciba-Geigy will continue to take the necessary action to protect its intellectual property rights.

Reference: 1. Medicines, Ethics and Practice. A guide for Pharmacists, Number 7, October 1991

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LETTERS

Aspen to fall from grace?

In your issue of the February 22 you gave your readers details of the new fragrance Aspen to be distributed by Yardley.

Boots have exclusive rights to sell this product for 12 months. Why is this so? They already dominate the retail sales of toiletries. There are too many adverts "Sold by Boots and other leading chemists". Surely this is becoming a monopoly problem. Why do we never have support from the National Pharmaceutical Association with this?

I certainly will not be selling Aspen when requested to do so later. How do other readers feel about this situation?

J.A. Breslaw
London

Becloforte discrepancy

Recently I was presented with a non-exempt NHS prescription for Becloforte-VM. According to the Drug Tariff, this particular item is classified as a combination pack, since it contains two Becloforte inhalers and a volumatic spacer. Therefore, it carries two professional fees and two prescription charges.

When I checked the price for two Becloforte inhalers and compared it with Becloforte-VM, the prices were exactly similar — £46.20 in both cases — although Becloforte-VM contains an additional item of a volumatic spacer which is normally priced at £2.75.

If the prescriber had ordered two Becloforte inhalers instead of Becloforte VM, I could have given out Becloforte-VM to the patient, without incurring any financial loss to myself, and the patient would have had the benefit of saving £3.40 off the prescription charge.

Ashwin Tanna
London

Goodwill — trade on it when going gets tough

Gail Brown of Denbigh, in her letter (C&D February 29) referring to my article "Clinging to the Wreckage", questioned how a client of mine in retail pharmacy was able to return £5,000 worth of excess stock for full credit, bearing in mind the well known reluctance of suppliers, particularly manufacturers, to "repair" damage done by their reps.

Sales persons (I know, I used to be one umpteen years ago) are trained, instructed and ordered to sell every customer as much as they can and then some. As we know enthusiasm demonstrated at the sale is absent when you try to return stock they shouldn't have sold you in the first place.

How did this pharmacist manage to get full credit on £5,000 worth of goods against the odds. You will have reacted that it was principally agency products. In fact the bulk was from two skincare houses, who were made to feel very guilty for their sales person's "deceitful" practice. Both agencies were retained thereafter at a lower level. Nearly £1,000 worth of "swag" perfume was returned to the "friendly" wholesaler, who valued the past and future business.

Stock sold by reps using deceit and false promises, which cannot be sold in a reasonable period of time, should be taken back. General sales managers of the big manufacturing companies don't like agreeing to this, but they dislike even more being shown that their reps were dishonest — mud sticks.

Goodwill from suppliers is not necessarily a rare commodity and it is certainly worth trading on it when the going gets tough. All wholesalers should adopt the slogan of the now defunct British Caledonian airline: "We never forget that you have a choice".

John Kerry
Kestrel Marketing & Promotions

Lamont draws teeth of UBR

Norman Lamont has cut income tax, eased the pain of the uniform business rate, and tried to take family businesses out of inheritance tax. And he has announced that, if the Tories are returned, this is the last traditional Spring budget.

In an effort to aid the poorest paid, a new 20p in the pound tax band has been introduced for the first £2,000 of taxable income, a move which will cost the Exchequer broadly the same as a straight 1p reduction in the standard rate. Mortgage interest tax relief will continue at 25p however — even for taxpayers in the 20p tax band.

Mr Lamont has also ironed out an anomaly in the married man's tax allowance. In the 1993-94 tax year this will be able to be split between both partners in a marriage or go to the woman, or stay with the man as the couple wish.

Mr Lamont, who is expecting signs of recovery in the economy later this year, has also listened to those complaining about the effects of UBR. He has decided to amend the transitional arrangements so that bills will increase by no more than the rate of inflation for those who found themselves paying more than under the former system of rates. Moreover, the present rule which says new occupiers are not eligible for UBR transitional relief has been abolished.

The current transitional arrangements for UBR have delayed the gains for those who are winners under the new system, but this has also been changed so that

from the 1993-94 tax year onwards businesses will have their gains in full.

To achieve this the Government is to pay extra money into the non-domestic rates pool.

The effect will be to reduce the average business rate bill in England and Wales by 3.25 per cent. The Chancellor is to reduce the business rates bills in Scotland and Northern Ireland by a similar figure, despite the fact they are on a different rating system.

Prompt payment

The Chancellor has also tackled the problem of large corporations who attempt to improve their cash flow by the late payment of bills to suppliers. From now on larger corporations will have to state in their annual report and accounts how quickly they pay such bills. Debt recovery proceedings will be simplified for small claims, and larger firms taking on Government contracts will be obliged to include clauses with sub-contractors to pay within 30 days.

To take family businesses out of inheritance tax, both unincorporated businesses or holdings greater than 25 per cent in unquoted companies will get 100 per cent inheritance tax relief, instead of 50 per cent as at present. And for shareholdings of 25 per cent or less the rate of relief rises from 30 to 50 per cent. The threshold for the tax has been raised to £150,000 — more than the rate of inflation.

The Chancellor has also decided to increase the VAT threshold for small businesses in line with inflation, to £36,600.

VAT misdeclaration penalties have been modified, too. Mr Lamont has taken the view that far too many small businesses have been caught by the serious misdeclaration penalties and is modifying the rules to reduce its scope. There will now not normally be a penalty on under-declarations of tax up to £2,000. On top of that the penalty rate is falling from 20 per cent to 15 per cent.

There is also a number of changes to the tax scale charges for company cars. Instead of being determined by engine size the car will be taxed based on its price. The current system is unfair to diesels, says Mr Lamont. He is planning a consultative document on this in the Summer.

Car fuel scales are going up by the rate of inflation — 4 per cent — but there will be a new, lower scale for diesel engined cars.

For companies which offer a car-or-cash alternative, they will no longer be liable to pay VAT on the salary foregone when the car is chosen.

The capital allowance on business cars has gone up from £8,000 to £12,000.

Generally, car (road) tax is to go up £10 and unleaded petrol and diesel is up 4 per cent. However leaded petrol is to increase by 7.5 per cent, well above inflation.

There are also changes for

charitable giving and savings. The minimum gift under the "gift aid" scheme has gone down from £600 to £400 from July, in line with advice from charities, and with Personal Equity Plans the £3,000 limit has been removed. Savers will now be able to invest up to £6,000 a year in qualifying unit trusts and investments.

The Business Expansion Scheme, which encouraged investment in small businesses, is to be phased out by the end of 1993, but the Chancellor does intend to make it easier to use BES for mortgage rescue plans in the meantime. The provisions of the BES scheme have become too complex, said Mr Lamont.

There are some areas, however, where Mr Lamont has chosen to leave well alone. There is to be no change in the level or scope of VAT and no changes in corporation tax.

If the Conservatives win the General Election this will be the last traditional budget. The Chancellor intends to combine it with the Autumn statement on expenditure and deliver it in December.

At Westminster...

Norman Lamont's "recovery budget" was hailed as a tonic by Government supporters, but dismissed as a placebo by MPs on the opposite benches of the Commons.

Conservative MPs particularly welcomed the decision to limit the increase in business rates in the coming financial year to the level of inflation, and the pressure to be applied to larger companies to ensure that they are more prompt in paying bills from smaller concerns, easing cashflow.

Glaxo hold out olive branch over discounts

In yet another circular letter sent out to community pharmacists this week Glaxo say they "intend to do something" for pharmacists who are temporarily worse off as a result of the introduction of their new agency distribution scheme.

"Regardless of who is to blame, as evidence of our commitment to community pharmacists, (Glaxo) intend to do something to alleviate the position for the months of February and March," the company says.

Communications manager Mark Sutton was somewhat coy about what the "something" would be, other than that a representative would be visiting over the next few weeks and disadvantaged pharmacists would be offered a "flexible commercial transaction".

The Glaxo letter says the company understands some agents

are passing back discounts to customers again, and that "the situation will be further improved following the adjustment to English and Welsh discount scales in April".

The company was unable to name any agent which was passing back discounts, nor was it able to

confirm that discount rates are definitely to be amended in April.

Glaxo seek to assure pharmacists that they will be doing everything possible to represent their interests in discussions with agents, and say that the scheme is currently being reviewed.

Astra buoyant on Losec

The Astra Group have achieved a 33 per cent increase in sales and a 36 per cent increase in pre-tax profits, thanks largely to Losec. The Swedish company also had a successful year with the asthma treatment Pulmicort.

Sales of Losec doubled to Skr3 billion, while Pulmicort recorded sales of Skr1 billion.

Agents for gastro-intestinal diseases have become Astra's

largest selling product group, with Skr3,032m of the Skr3,222m total sales in this area achieved from Losec. If sales through licensees are added in, the value of Losec sales in 1991 was Skr4,850m.

Increasing use as a first line therapy for asthma pushed Pulmicort sales up 51 per cent to Skr1,226m.

A dividend of Skr3.25 has been declared.

Format expansion

Format (Wholesale) have moved to new premises in Tyne and Wear. Their phone number is now 091-413 1014; fax: 091-413 1762.

Jenks on the move

The Jenks Group has a new address with effect from March 16: The Jenks Group, Sword House, Totteridge Road, High Wycombe, Bucks HP13 6DP (tel: 0494 442446; fax 0494 534430/534440).

Prisma clarity

The Post Office have asked Prisma (Europe) Ltd to clarify their new address. It should now read: 83 Middlemore Industrial Estate, Middlemore Road, Smethwick, Warley, West Midlands, B66 2EP. Tel: 021-555 6898.

Defeat for Victory V as Alma fail to Hack it

Alma Holdings, manufacturers of Hacks, Victory V and Kielder butterscotch, have gone into receivership. Almost all of the 775-strong workforce have lost their jobs.

After initially trying to run the business as a going concern, receivers Tim Hayward and Rod Owen of KPMG Peat Marwick have been forced to make 747 employees redundant. However, some 115 administrative, production and essential engineering staff have been retained in the short term to deal with the shut down of the four factories.

A spokesman for Peat Marwick told C&D: "The business has been wound down. Because of lack of customer support we couldn't continue trading at substantial losses." The upshot is the businesses have been closed.

The company have two manufacturing sites at Dundee and one each at Glenrothes and Kirkcaldy. When trading, the company controlled 7 per cent by value of the sugar confectionery market.

Peat Marwick are saying that a

significant part of the customer base had decided to find alternative sources of supply because of uncertainty over Alma's future.

There has already been some interest in taking over the sites of the company, and Peat Marwick talk of some 150 interested parties. But Mr Owen said: "From the substantial inquiries to date in Alma firm interest has only been for parts of the plant to manufacture individual products. We haven't put a closing date on offers so it is still possible a buyer could emerge".

Crookes sell Mycota to Seton

Crookes have sold the Mycota athletes' foot brand to the Seton Healthcare Group. But they have held on to their other footwear range, Mycil.

Seton are to pay £1.2 million for Mycota, which has around 17 per cent of the UK footwear market in the UK last year.

Seton say they have bought the OTC brand as part of their strategy to build a brand portfolio which reflects the current trend towards self-medication.

Some 409,557 ordinary Seton shares will be issued to pay for the brand. With Mycota, Seton will be acquiring around £40,000 worth of stock, the trademark, goodwill and packaging rights.

With the Mycil range Crookes say they have held on to the leading athletes' foot brand. Crookes healthcare managing director Kevin Wilson said: "The divestment of Mycota is in line with our continuing strategy of focusing on brand leaders in the key healthcare sectors. By selling Mycota we are able to concentrate on Mycil."

In 1991 unaudited UK sales of the Mycota range totalled £643,000 (1990: £504,000) and the gross profit was £280,000 (1990: £229,000).

National Insurance changes

The lower earnings limit for National Insurance contributions rises from £52 to £54 per week from April 6. And the lower rate of statutory maternity pay will become £46.30 instead of £44.50.

There are also to be changes to the levels of statutory sick pay: the lower rate will become £45.30, up from £43.50 while the higher rate remains at £52.50.

A pack with the new tables is available from local DSS offices.

Healthtec launch Mediate


Healthtec, a subsidiary of AAH Pharmaceuticals, is offering its hospital customers a new data interchange order system called Mediate.

The system has been developed over the past two years and combines a pharmaceutical database with order processing software. It allows manufacturers, suppliers, wholesalers and customers to transfer data via computer modem to a central network data bank. The stored information is then supplied to the recipient, again via modem.

Effectively an electronic mail service, it allows hospitals to introduce just-in-time ordering and to exercise greater control over stock levels, say Healthtec.

The system's database includes most of the industry standard product codes and it is tailored to accept localised product codings, say Healthtec; hospitals do not need to change their internal ordering systems if they choose to install Mediate.


The system has been on trial at St Johns Hospital in West Lothian since February 1991. Area pharmacy store manager Ann Haddow says it "has generated significant and immediate improvements in the efficiency of the purchasing department". For further information contact Bill Jamieson, AAH Pharmaceuticals, West Lane, Runcorn, WA7 2PE.



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AAH buy Essex pharmacy

AAH Holdings have bought Godfrey Chemists of Laindon, Essex for £425,000.

The vendor, Mr R.M. Godfrey, is taking £383,000 in AAH shares with the balance to be paid in cash on confirmation of the stock value. Some 76,000 new AAH shares are to be issued for the purchase.

AAH plan to place the pharmacy

in their Healthcare Services Division, where it will trade under the Vantage livery.

• *The Financial Times* has reported that John Padovan has been appointed deputy chairman of AAH Holdings. Mr Padovan, 53, is described as having "excellent City connections". Most recently he was deputy chairman of Barclays de Zoete Wedd. Bill Pybus, 68, the current AAH Holdings chairman, is described as seeing Mr Padovan as his heir apparent.

Adams go for shares over cash

Following Medeva's acquisition of Adams Laboratories Inc (C&D Nov 9, 1991, p816) the former Adams shareholders have overwhelmingly opted for Medeva shares rather than the cash alternative.

Shareholders representing 98.85 per cent of the share capital of Adams have chosen the deferred payment of \$27.2m in shares. The remainder are to be paid \$312,800 cash.

The deferred payment is to be made over three years from 1993 and is contingent on Adams' principal products remaining unchanged.

NPA courses

The National Pharmaceutical Association is to run four one day courses for pharmacists, managers and pre-registration students on compression hosiery (March 25, cost £50), truss fitting (March 25, £68), stoma care (April 29, £50) and the Drug Tariff (April 30, £68). The courses will be held in central London and details are available from the NPA training department. Tel: 0727 832161.

Locum study days

Provincial Pharmacy Locum Services are planning a series of locum study days for pharmacists and preregistration graduates. The dates and venues are:

Bayer name

Bayer UK have changed their name to Bayer plc. However, the change does not mean the shares will be listed on the Stock Exchange.

Boots at Monument

Boots are taking three units in the 125,000 sq ft Monument Mall shopping development in Newcastle upon Tyne next to the Blackett Street entrance.

Multiples survey

Culver Financial Surveys have published the fourth annual edition of their survey of multiple chemists. The survey which provides facts and figures of some 370 limited company retail chemists with three or more branches costs £65 (£55 if ordered before the end of March). For details contact Mr B. Clifton on St Albans 55838.

Coming Events

- March 22, Apollo Hotel, Hagley Road, Birmingham
- April 12, School of Pharmacy, Brunswick Square, London
- May 10, Cairn Hotel, Osborne Road, Newcastle upon Tyne
- May 17, Village Hotel, George Street, Prestwich

All the events will run from 11am to 4pm and there will be no charge. Speakers will include Gordon Applebe and Alan Nathan. Anyone interested in registering should contact Pauline Mintz on 021-212 1346.

Tuesday, March 17

Scottish Department, RPSGB, Victoria Hospital, Kirkcaldy, 7.15pm. "Visit to Fife area laboratories."

Wednesday, March 18

North Metropolitan Branch, RPSGB, School of Pharmacy, Brunswick Square, 8pm. "The NHS contract and the

pharmacist's extended role" by PSNC assistant secretary, Mike King.

Thursday, March 19

Northern Scottish Branch, RPSGB, Postgraduate Medical Centre, Raigmore Hospital, 8pm. Discussion of motions and election of Branch representatives. Bedfordshire Branch, RPSGB, Coach and Horses, Barton le Clay, 8pm. "The mystery of the forbidden fruit" by Dr W. Sneider PhD.

South Staffordshire Branch, RPSGB, Medical Centre, Corbett Hospital, Stourbridge. "The importance of testing in diabetes" by Dr M. Labib, consultant chemical pathologist.

Advance information

"Healthy Cities — a Black perspective" — a conference exploring ways of incorporating issues of racism into the World Health Organisation's "Healthy Cities Project" will be held on April 12-14 at Liverpool University. For further details contact Suzanne Morris on 051-709 6858.



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ALL TRADE LESS 50% + VAT. One only Suprefact spray, exp Oct 92, 24 Questran sachets, exp May 93. Tel: 081-902 1674.

ALL TRADE LESS 40% + VAT. 10 x Clopixol conc. inj, 8 x 50mg in 2ml. Modocate inj 12 x Serenace 5mg in 1ml inj. Tel: 071-272 3967.

HOLLISTER 3313 x 1 box, 50% + VAT + postage. Salbutamol inhalers x 84. £60 + VAT (exp 2/93). 0299 403034.

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About people

PCC lauds Ivan McFarland as a 'friend and advisor'

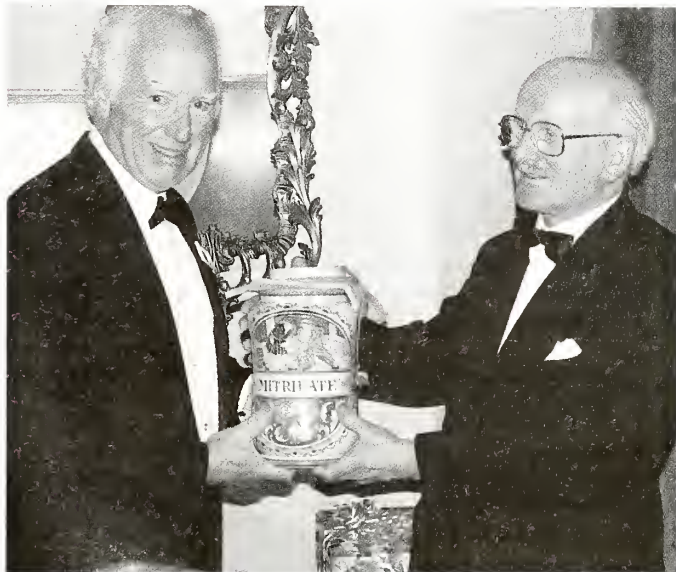
"A friend and advisor who kept his colleagues on the right track," was how Pharmaceutical Contractors Committee secretary Thos O'Rourke described Ivan McFarland, the Pharmaceutical Society of Northern Ireland's inspector who is shortly to retire.

Mr O'Rourke said he had never heard a word of criticism said against Mr McFarland during his 31 year stint as a "pharmaceutical policeman". PCC chairman Norman McConnell then made a presentation to him at the

Committee's annual dinner last week (see below).

Mr McFarland said pharmacists had given him "very little trouble" in the execution of his office. Mutual co-operation had produced the right results for pharmacy.

He said he had seen pharmacy numbers in the Province fall from a peak of 747 in 1961 to a low of 498, before rising to the present total of around 520. Also he had been privileged to see sons and daughters of pharmacists on whom he had called on enter the profession.



The Pharmaceutical Society of Northern Ireland's inspector, Ivan McFarland (left), who is shortly to retire, is presented with a specially commissioned drug jar, inscribed "Mitridate", by the chairman of the Pharmaceutical Contractors Committee, Mr Norman McConnell, together with a gift for his wife

Scot heads PATA

Mr Eddie Brown has been elected president of the Proprietary Articles Trade Association for 1992.

A community pharmacist from Glasgow, Mr Brown is director of a health centre pharmacy, vice-chairman of the Scottish Pharmaceutical Federation and is on the board of the National Pharmaceutical Association.

He graduated from Glasgow's Royal College of Science and Technology (now Strathclyde University) in 1954, and after a spell in management with Boots left to open his own pharmacy in 1970.



This sign: "Dose, not overdose! A medicine shouldn't be taken lightly! Have confidence in your doctor and pharmacist," was snapped by Luton pharmacist Brian Hopkins during his recent holiday in Quimper, Brittany. Mr Hopkins thought the combined pharmacist/doctor advertising campaign was a great idea. "But I don't think all pharmacists would agree!" he added

Gold for Silverman

The recipient of the Royal Pharmaceutical Society's Charter gold medal for 1992 will be Bernard Silverman, a past president of the Society. The Charter silver medal will be awarded to Mr Dengar Evans, of Cardiff.

The Council also agreed at this month's meeting that Mrs Kay Roberts, deputy chief pharmaceutical officer, Welsh Office, should be appointed to serve on the panel of fellows. She succeeds Dr Betty Jackson who has served for the past eight years.

Council accepted an application for fellowship status from Dr David Mottram, of Liverpool, on the basis of his exceptional proficiency in pharmacy education.

Dr P. Cooper, Amgen Ltd, has been co-opted onto the the Industrial Pharmacists Group committee until the end of June. He succeeds Mrs P. Forrester, who has resigned.

APPOINTMENTS

Cussons have appointed **Gavin Walker** as marketing controller to oversee marketing activity. He will take on the responsibilities of marketing director **Phil Smyth**, who has been appointed deputy managing director of Cussons Australia.

Jonathan Vine-Hall has been appointed general manager designate for Revlon's UK toiletries division.

Montagne Jeunesse have expanded and restructured their marketing department with several new appointments. **John Kingham** joins as sales and marketing director, and **Alison Frost** has been appointed group product manager. **Jonathan Harper-Hill** moves from the UK brand management role to international marketing manager.

Terry Buckely, lately general manager of Pemberton Marketing, has been appointed to the board of Dublin based United Drug plc.

There's very little to choose between the two top-selling indigestion remedies.



(It's just a matter of taste.)



Rennie relieves more people in Britain than any other indigestion remedy. Rennie Digestif with its clean, fresh peppermint flavour, has now been the market leader in tablets for well over forty years.

As for Rennie Spearmint, it launched the Spearmint Sector back in 1983 and has topped it ever since, with a brand

share four times that of its nearest rival*.

Together, the two Rennie brands account for over 40% by value of the total market*. And with another heavyweight national TV campaign planned during April and May, it would be well worth stocking up on both flavours now.

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heartburn relief.

Pharmacy Prescribing Information

Active Ingredients: *Liquid:* Sodium Alginate BPC 500mg, Sodium Bicarbonate Ph.Eur. 267mg, Calcium Carbonate Ph.Eur. 160mg per 10ml dose. *Gaviscon 250 Tablet:* Alginic Acid BPC 250mg, Sodium Bicarbonate Ph.Eur. 85mg, Aluminium Hydroxide Gel BPC 50mg, Magnesium Trisilicate Ph.Eur. 12.5mg per tablet. **Indications:** *Gaviscon Liquid:* Heartburn, including heartburn of pregnancy, dyspepsia associated with gastric reflux, hiatus hernia and reflux oesophagitis. *Gaviscon 250:* Heartburn and acid indigestion. **Contra-indications:** None known. **Dosage Instructions:** *Adults and children over 12:*



10-20ml, children 6-12: 5-10ml liquid after meals and at bedtime. *Gaviscon 250 Tablets:* *Adults and children over 12:* 2 tablets to be chewed thoroughly as required. *Children under 12:* not recommended.

Note: 10ml liquid contains 6.2mmol sodium. One Gaviscon 250 tablet contains 1.02mmol sodium.

Both liquid and tablet forms of Gaviscon are sugar-free. **Product Licence Nos:** 44/0058 Gaviscon. 44/0103 Gaviscon 250. Further information is available on request from: Reckitt & Co Products, Dansam Lane, Hull HU8 7DS. ©Gaviscon is a registered trade mark.

HEALTH & FITNESS

A CHEMIST & DRUGGIST SUPPLEMENT

March 14, 1992



SEVEN SEAS

HEALTHFOODS IN PHARMACIES ● WHAT'S NEW IN SUPPLEMENTS ● FOOD FOR FITNESS
SLIMMING PRODUCTS ● HOW TO MERCHANDISE SWEETENERS

In a confused market place one brand shines out.



The range of dietary supplements available these days can be quite bewildering, both to the 'Trade' - and the consumer. In the midst of this confusion Haliborange offer a simple, focussed, family range of vitamins; our Multivitamin Liquid for babies and toddlers from one month of age great tasting A,C & D tablets for children over 3 years, comprehensive Multivitamin Plus Calcium & Iron tablets for women, and our unique Fish Oil tablets for older adults.

Ease the confusion - put some sunshine on your shelves.

Eating for health

As the public becomes more discerning about what they eat, healthfoods are increasingly finding their way onto the pharmacy shelves



"Traditional" Complan still strong in pharmacies

Five years ago, anyone suggesting that pharmacies should stock any kind of food other than carob bars, food supplements and meal replacements would have received a cool reception, say Weight Watchers from Heinz.

Now an increasing number of pharmacies are even stocking frozen foods, realising the potential offered by lunchtime trade in particular, the company says.

Weight Watchers from Heinz say they have worked closely with the pharmacy sector to develop this. They say it is appropriate that pharmacists should stock their products since consumers trust them and the advice that pharmacists give.

Pharmacists are well placed to provide customers with advice on products such as Lite-Egg, a cholesterol-free and fat-free instant egg powder. The St Giles Foods Life and Nutwood ranges also contain products such as tomato ketchup, mustard, and a carob-hazelnut spread, all free from artificial additives, sugar, salt and gluten.

Another good "pharmacy" product is

Kashi, an American cereal launched into the UK healthfood and grocery market this month (see **Counterpoints**). It was developed for tri-athletes and other sports people and is high in complex carbohydrates, protein and fibre, but contains no sugar, added salt or cholesterol. It is suitable for slimmers as well as consumers interested in eating pure, natural food, say Anglia Inter-Trade Ltd.

The crisp toasted roll market has become an important sector for the healthfood and slimming market, say G. Gosta who make Pogen Krisprolls.

A more traditional pharmacy healthfood is Crookes' Complan, which they say dominates the "nutritional supplement/meal replacement" market. They value this at £4.7m (rsp). The brand has a share of 77 per cent, and 93 per cent of its sales are in the pharmacy sector.

Traditional users, ie the elderly and convalescents, and new users — slimmers, pregnant/nursing women, athletic and sports people — expect to find Complan stocked in the local chemist, say Crookes. Sales will keep growing as new users are

introduced to the brand, particularly through PR activity and sampling.

Lanes produce a range of healthfoods comprising Lecigran lecithin granules, Symington's Dandelion Coffee, and Thompson's Slippery Elm, for invalids and the elderly.

Missing out

Pharmacists should improve their drinks merchandising to increase sales to their health-conscious customers, say Wells Soft Drinks.

Pharmacies are missing out on an opportunity to enhance impulse purchases and improve profits and are losing out to general stores, post offices and freezer centres.

The ready-to-drink fruit juice drinks pack sector suffered particularly badly with chemists losing 5 per

continued on p4

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| Special diets | 4 |
| Supplements | 6 |
| Slimming | 10 |
| Sports | 12 |
| Sweeteners | 14 |



Weight Watchers from Heinz

Healthy sweets

- Pharmacists who want to stock sweets can go for a healthy range such as the Vitarange from the Real Confectionery Co. The three varieties — Vitafruit, Vitamint and Vitasoothe — contain a variety of natural ingredients and no unnecessary additives, says the company. Two of the sweets provide the daily recommended intake of vitamin C and a third of the thiamin and niacin requirements
- Panda UK claim a £3.1m

share of the £3.6m "healthy liqueurice" market with the All Natural range, and expect a further 25 per cent increase in sales in 1992. They will be launching a consumer Press advertising campaign with an offer for a Panda watch, and £2 from each purchase going to the Lifewatch wildlife conservation scheme. There will be various samplings and promotions to the chemist and healthfood trade. The company recommends positioning the brand on the healthfood snacks section and by the till.



The Vitarange of sweets contain various natural ingredients

continued from p3
cent of sales last year, says Wells.

To help counter this trend, Wells have launched a new triple variety pack of Wells sugar-free 250ml tetra packs this month.

The "healthy drinks" market, including reduced sugar, sugar-free and bottled water, is buoyant, say Wells. Their Stretton Hills natural mineral water is available in sizes ranging from 330ml to 5l. The small size is an ideal impulse purchase for on-the-hoof drinking, for sports use or for lunch boxes, say Wells.

Sales of soft drinks including health and sports drinks, reached £5 billion last year, with low calorie products comprising a third of these sales, say Callitheke. Health and sports drinks were worth an estimated £228.2m in 1990.

Callitheke claim to have spearheaded the non-alcoholic adult health drinks sector. This relatively new sector is worth between £25m and £30m and is still growing. It is important that pharmacists acknowledge this sector by properly positioning health drinks and allocating them sufficient shelf space, says the company.

Callitheke's range

includes Aqua Libra, Dexters Hypotonic, and Purdey's Elixir Vitae. These are being supported in 1992 with Press advertising, promotions and cinema advertising for Purdey's from April until the Summer.

Original Norfolk punch is another non-alcoholic drink containing no additives, flavourings or colourings and which Callitheke say is savoured for its complex, aromatic character and fruity depth of flavour. They will be supporting this with a PR campaign and a sampling programme.

Bulmer Soft Drinks target their drinks at young adults. Their range includes Orangina, Kiri and diet Kiri, Sao Rico — a blend of herbs and spices, Guarana juice from the Amazon rainforest and spring water — and Giardini, a sparkling herbal fruit juice drink.

Under the Food Premises (Registration) Regulations, all organisations involved in food preparation, storage, sale or distribution must register their premises with the local Council by April 3. These regulations apply to any pharmacy that sells foods, including baby, diabetic and health foods.



A sparkling, herbal fruit juice drink targeted at young adults

Catering for diabetics

Many pharmacies that sell diabetic food products do so at the request of their customers. But is this right?

Rosemary Walker of the British Diabetic Association says: "The BDA feels there is no place for these products in the management of modern day diabetes."

She says they offer no nutritional advantage over equivalent non-diabetic foods and are more expensive.

"The BDA makes a plea

for them not to be sold in community pharmacies, says Mrs Walker. "The alternative is that a range of healthy alternatives and sweeteners could be provided in the pharmacy which may have the added advantage of attracting other customers as well as those with diabetes."

Scholl, who make the Sionon range of products, value the market for diabetic foods at £16m and estimate they have a 5.5 per cent share. They will be trying to increase awareness of the brand with PR support and trade promotions.

Product manager Alison Williamson says their products are viewed as treats which diabetics would otherwise have to forego. Pharmacists, too, are continually asking for new products, says Ms Williamson. As a result of the feedback, new products will be launched this year.

Dietade Foods Ltd, using the brand names Dietade, Whiteways and Applefords, say they have established a platform for "daily grocery" products, which are beneficial to people with certain health problems, as well as for slimmers, athletes, and vegetarians.

Bringing together this product section gives pharmacists the perfect opportunity to offer healthfoods that are really worth the space, say Dietade.

Stute, makers of diabetic jams and marmalades, say their products are consumed not only by diabetics, but by slimmers and health-conscious consumers.

Diabetics feel safer buying dietary foods from a pharmacy, although they do not wish to "stand out" as special cases, say Stute.

Gluten-free foods

According to Scientific Hospital Supplies who market the Juvela range, 80 per cent of gluten-free products, both prescribed and sold OTC, are supplied through community and hospital pharmacies.

SHS say there is a definite increase in the number of adults with coeliac disease while child cases are decreasing. People who have previously been able to eat whatever foods they like, now have to avoid foods which contain gluten. As a result, the foods being manufactured as substitutes have to be as close to traditional foods as possible.

The company believes that pharmacists can play an important role in advising coeliacs about the wide range of products available. Help for the pharmacist includes an advice line, POS material, and products checklists.

Last October, Nutricia opened a new factory in Stockport, Cheshire, that was purpose built for the production of special foods. The new facilities allow the company to use the latest packing technology with their breads, which means that Glutafin, Rite-Diet and the low protein brand Loprofin now have a six-month shelf life.

Sales of Larkhall's Trufree gluten-free flours range have grown substantially this year, says chairman Dr Robert Woodward. He attributes this to the range's competitive NHS price, which he feels may be attracting GPs who are trying to keep within their budgets.

These wheat-free products are also being bought by patients suffering from irritable bowel syndrome and rheumatoid arthritis, two conditions in which wheat is thought to be implicated, claims Dr Woodward.



The Juvela gluten-free range

The Olympic Vitamin is running on T.V. for record breaking sales.



Sanatogen

We are the only official supplier of vitamins and supplements to the British Olympic team. We'll be telling everyone in our TV campaign, which starts with the Winter Olympics in February.

Our packs will also feature a 'Win a free trip to the Olympics' competition.

If you want to be part of the winning team, call us now.



To join in the promotion and receive free materials, call 0509 611001 Ext. 45202.

A look at the latest in the vitamins, minerals and supplements market

Top-up round-up

Health supplements have bucked the trend of the recession and the volume growth continues apace, says Tom Hardman, marketing director at Seven Seas.

But pharmacy is not doing all it could to take advantage of this recession-resilient market, Mr Hardman believes. "All our research shows the public expect pharmacists to offer expert, more easily accessible information, but not all pharmacies are up to speed. If you don't tell, you don't sell," he warns.

Some of the smaller shops are also being left behind by not devoting enough space to supplements. Mr Hardman advises them to:

- Review your allocation of space. If this has not been done in the last three years, you have missed out, because the market has doubled in that time.
- Offer the widest range of brand leaders to be

competitive. There is no need to duplicate them with smaller brands.

● The brand leaders have the benefit of advertising support. You should promote and display them when they are being advertised.

During 1992, Seven Seas are supporting their brands with an advertising and promotional budget of £6.5m, including their biggest ever spend on cod liver oil, evening primrose oil and garlic. And they have just launched One-A-Day Plus, a formula of cod liver oil with evening primrose oil, available as capsules and a lemon-flavoured liquid.

At Reckitt & Colman Alan Smith, Haliborange product group manager, also cautions pharmacists that they are losing sales and urges them to be more selective about the products they stock. The big brands are the supported brands. Haliborange will benefit from a spend of £2.5m this year.

Since its relaunch last September, they have had "very good reports" about the range, says Mr Smith. The children's multivitamin liquid has sold very well and benefits from block facings. It also helps to place it on the baby section as well. Shelf strips and a new consumer leaflet are available for use at point of sale.

Display is the key to selling supplements, says Mr Smith, because they tend to be bought by self selection.

Sanatogen's cod liver oil is on television this Spring. The commercial highlights their recently launched One-A-Day capsules, which they expect will grow the brand further in 1992.

To support their children's vitamins, they have prepared a Sanatogen Examination Diet Guide.

And they have joined forces with Ladybird Books to offer consumers the chance to receive a free book, with two bar codes from the bottom of a 30-tablet pack or one from a 100s pack. A television advertising campaign runs in selected areas till the end of this month.



Research in Belgium has shown that the ability of elderly people to resist infection can be increased if they take a selenium food supplement, say Wassen.

Wassen say the market for dietary supplements will continue to increase, as more consumers turn towards self-care and prevention. They are

committed to improving the understanding of pharmacists and the general public of the importance of proper nutrition.

Selenium-ACE will be advertised regularly in the consumer Press throughout 1992, as well as promotions to attract new users. Bonus schemes for the trade will continue.

A Healthcrafts promotion running to the end of this month invites consumers to purchase two different products from their list of top ten products to receive a free pack of Compleat cod liver oil worth £1.93. Packs have a flash and logo announcing the offer, and POS material is available.

Support for Seatone during 1992, includes an educational programme for pharmacists. Advertising and publicity material will focus on senior citizens, and support for the charity Arthritis Care will continue. Through the Seatone Users' Club tokens can be collected for arthritic devices.

Lifepan's Flow mega (60, £2.89), introduced last month, is an Omega 3 fish oil supplement, free from sugar, starch, salt, lactose, gluten, live yeast, synthetic flavours, colours and preservatives. The trade price of £16.96 for 12 gives a POR of 42.5 per cent, say Lifepan.

Lichtwer Pharma are supporting Kwai garlic with a £1.5m marketing investment in 1992, involving sampling, a medical profession information programme, PR coverage and a national advertising campaign. They believe their continuing investment of some £10m in clinical studies at centres in Britain, Germany and the United States will ensure Kwai remains Europe's most successful OTC healthcare product.

Larkhall Laboratories have launched Cantassium Berrytrim (60 £5.50), a slimming supplement that contains over 50 nutrients at DRV levels. Six of the herbal based tablets should be taken daily as "insurance" while on a calorie controlled diet. Berrytrim contains selected arrine acids which are said to help combat lethargy and fat build up. A diet booklet worth £0.99, written by Rita Greer, is available free to pharmacists by writing to Larkhall.



10 vitamins, 9 minerals and ginseng.
No wonder it's
going to grow up big and strong.



Windsor Healthcare have just acquired Pharmaton from Switzerland.

comes as a pleasant tonic for children and in gelatine capsules for adults.

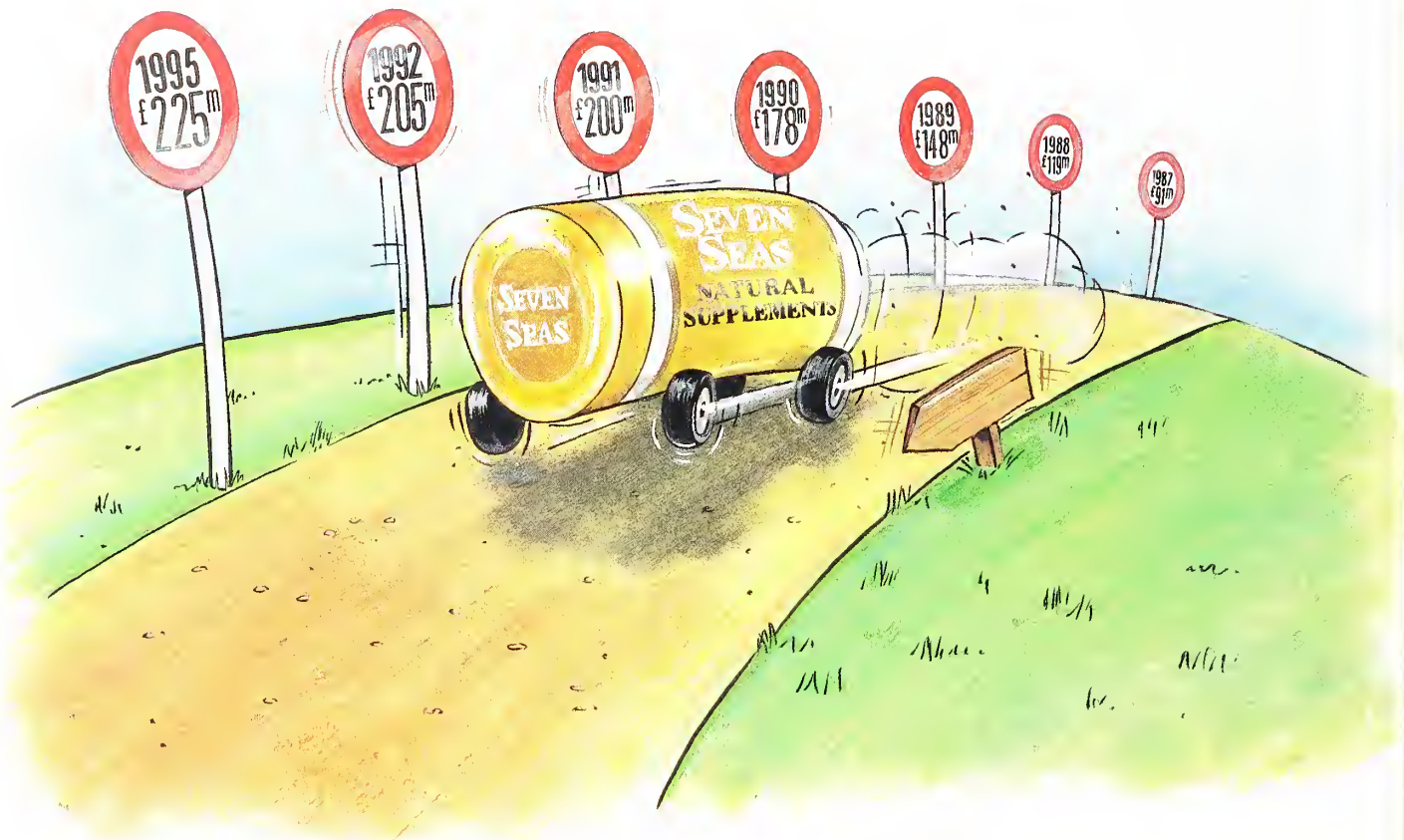
Each capsule contains a unique combination of essential vitamins and minerals, with the added vitality of ginseng.

Pharmaton's unique formulation has been endorsed by over 30 clinical trials in over 25 years of use.

With these credentials and our reputation, plus advertising, point of sale and PR, we think Pharmaton will become a particularly healthy brand.

If you'd like to know more, don't hesitate to call us on 0344-484448.

9 Minerals including trace elements.



The driving force

Few markets can boast that they attracted one million new users last year...but then no other market has captured the public's imagination in the same way as the vitamins, minerals and supplements sector.

Such a success story is unprecedented in the OTC market. Worth just £91 million in 1987, the VMS market is now worth £200m and is the single largest sector in OTC healthcare, accounting for over one quarter of all sales. 1991 saw sales up 20 per cent on 1990 figures — a trend that looks likely to continue for the foreseeable future.

Success on this scale does not happen by chance — there has to be a driving force. When it comes to the VMS sector the company well and truly in the

driving seat is Seven Seas Health Care.

Today, a natural approach to health and the Seven Seas name are proving to be a winning combination, and it's one that no pharmacy can afford to ignore. Seven Seas now accounts for 40 per cent of the VMS market in pharmacy outlets — a market share some three and a half times larger than that of its nearest competitor, and ten times greater than the number three brand in the market.

Today, awareness and

enthusiasm for the VMS market is at an all-time high among customers — and the name they know and trust is Seven Seas.

Official recognition was also forthcoming when the Chartered Institute of Marketing presented the company with a Marketing Excellence Award for the role Seven Seas has played in growing the VMS market. Not bad going for a company that has come from nowhere in recent years to rank seventh in the list of top OTC manufacturers.

Don't be fooled by appearances, however! Seven Seas may make their success look simple but nothing could be further from the truth. Their consistent success is the result of meticulous research and attention to detail.

"As market leaders we take our responsibilities very seriously indeed. As with any growing market, there has been a flurry of me-too products launched onto the market, in the hope of capturing a piece of the action," says Caroline Wheeler, group product manager.

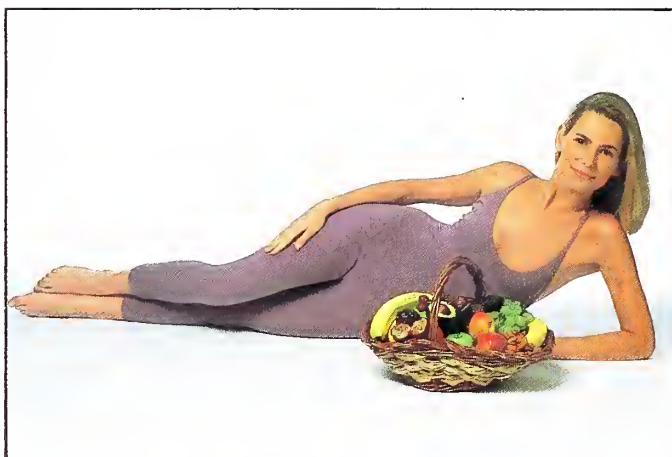
"As a result stockists are justifiably confused over which brands to stock but our advice would be to stick with the market leaders. At Seven Seas

we provide moderate dosage forms and sensible formulations and innovation plays a large part in our continuing success. Pharmacists can be confident that when we launch a new supplement, there is room for it in the marketplace and that it has been thoroughly researched."

Oiling the wheels of success

For dramatic growth to occur in any market, consumers have to be convinced that their quality of life would be enhanced by the products in question. Certainly this has been the case in the VMS market where a number of factors have helped oil the wheels of success.

Encouraged by the Government to take a certain amount of responsibility for their health, more and more people are becoming aware of the effect a positive approach to diet and lifestyle can have. Add to this the growing Government endorsement of health self-help, and the ever-increasing amount of scientific evidence now available to back up many of the claims being made, and it's no wonder the VMS market has moved out of the fringe, healthfood sector and into the mainstream OTC healthcare market.



This change in attitude has had a dramatic effect on sales. Once dominated by multivitamins and minerals, the market is now seeing growth coming from natural oil supplements. As customers become increasingly knowledgeable about supplementation, so they are looking for products offering specific benefits which are backed up by scientific research.

One result of this has been an upsurge of interest in fish oils, evening primrose oil and garlic oil supplements. Together, these natural oils are now worth £100m and account for almost half of all sales in the VMS market.

Says Caroline Wheeler: "A healthy market is one that is in a continuous state of change with a host of new ideas and innovations. By being able to develop products in line with the latest scientific research and in tune with the consumer's needs, Seven Seas is able to keep ahead of the competition and maintain the interest now being shown in supplementation."

Top selling products sectors by value

| 1988 | 1991 |
|-------------------------|-------------------------|
| 1. Multivitamins | 1. Fish oils |
| 2. Fish oils | 2. Multivitamins |
| 3. Vitamin C | 3. Evening Primrose Oil |
| 4. B Vitamins | 4. Garlic |
| 5. Evening primrose oil | 5. Vitamin C |
| 6. Vitamin E | 6. B. Vitamins |
| 7. Garlic | 7. Royal jelly |
| 8. Ginseng | 8. Vitamin E |

The mechanics

So what is it that is convincing more and more people that natural oils should become part of their daily healthcare routine?

Certainly there is plenty of research available showing that many of the claims being made for individual supplements can be backed by scientific fact. As a result, sales of evening primrose oil and garlic are reaching new heights while cod liver oil continues to go from strength to strength.

● **Evening Primrose Oil** Shunned by the medical profession for many years, EPO is now accepted as a useful supplement for menstruating women and is often taken to help maintain skin conditions.

EPO is thought to work by aiding the body's prostaglandin production process. Prostaglandins regulate every cell and organ in the body but need adequate supplies of essential fatty acids (EFAs) in order to function effectively. Today's hectic lifestyles can often reduce the body's ability to process the EFA's it needs. EPO is now known to have a direct in-put and so by-pass that part of the process where a hitch is occurring.

● **Cod Liver Oil** This has been shown to be one of the richest sources of vitamins A and D — essential for general health, resistance to infections, healthy

hair and skin, good vision and strong bones and teeth. It also contains two fatty acids — EPA and DHA — both of which are vital in cell formation and in maintaining healthy hair, skin and nails.

Research has shown time and time again that supplementing the diet with CLO may help keep the heart healthy and maintain the mobility of the joints as well as help with skin conditions. It may be an age-old remedy but CLO today is the most popular supplement on the market, with Seven Seas now outselling pharmacy favourites in other markets such as Benlyn, Nurofen and Calpol.

● **Garlic Oil** Another natural oil receiving growing recognition for the role it can play is garlic. With over 2,000 medical papers

certainly has proved to be packed full of surprises!

The food work

As the beauty and health benefits of oils like CLO, EPO and garlic became increasingly well documented and accepted, Seven Seas were quick to recognise that these natural oils are a good source of the nutrients needed to improve the condition of the skin, hair and nails.

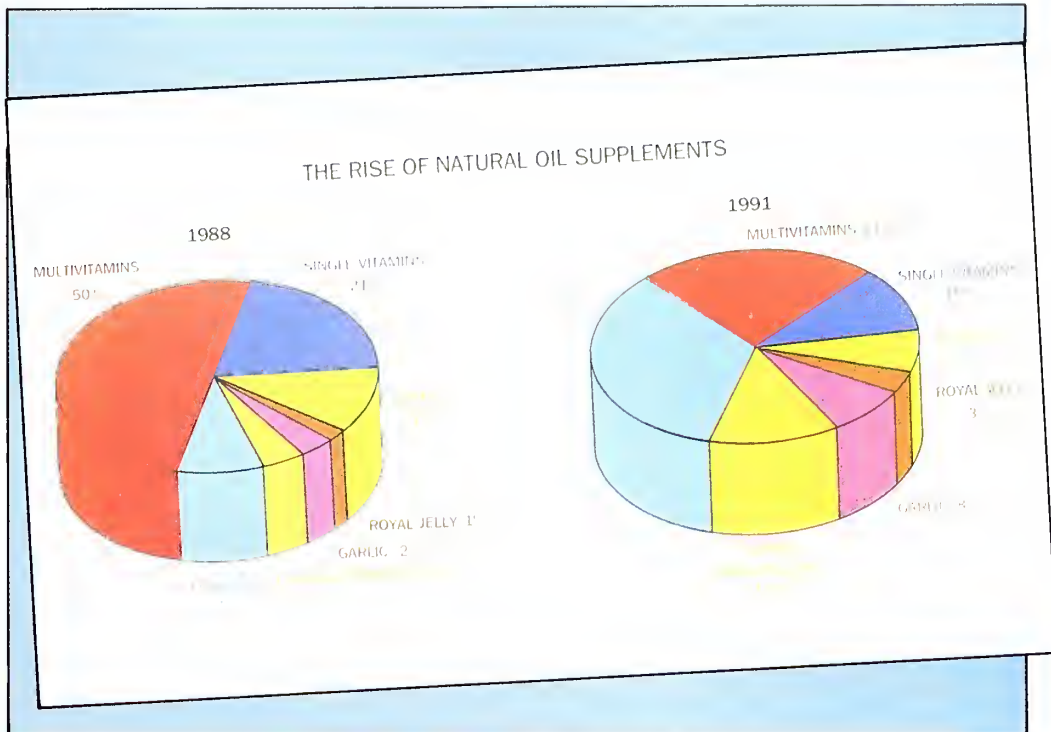
Taking the use of supplements one step further they put together a range of four health supplements and developed the concept of taking natural oils in capsules for specific beauty care concerns.

By combining natural plant oils such as avocado oil, passion

useful supplements.

Each oil in the range is included for a particular health and beauty benefit. For maintaining skin elasticity there is passion flower oil with GLA-rich EPO, for dry skin there is avocado oil, for shining hair there's peach nut oil and for nails, almond oil. These three contain borage oil and Vitamins A, D and E (included for their regenerative and protective qualities).

Taken once a day, the Health for Beauty Oils are being used by more and more women as part of their daily healthcare routine. Plant oils are proving to be the natural solution to many women's skincare needs, and regular, repeat purchasing shows Seven Seas has launched yet another winner!



now published on the subject, garlic is known to help keep cholesterol levels normal.

Other ways it helps include keeping the cardio vascular system healthy by maintaining normal blood pressure and blood clotting activity. The clove

flower oil, peach nut oil and almond oil with specific vitamins and essential fatty acids, the Health for Beauty Oils have proved to be a popular and convenient way for women to ensure they are receiving their regular daily dose of these

Market leaders when it comes to ideas and innovations, Seven Seas also lead the way in terms of advertising and promotional activity.

With over 32 per cent of the adult population in the UK now regularly taking health supplements, the VMS market has seen buoyant growth in recent years but that is no reason to become complacent, says Caroline Wheeler.

"As market leaders we take our responsibilities very seriously and Seven Seas intend to back the market with a massive £6.5m spend on advertising and promotions, including the company's biggest, TV campaigns for cod liver oil, evening primrose oil and garlic.

"Pharmacists and customers alike look to us for advice and reassurance and we intend to remain the company that they turn to. We have already contributed a great deal to the growth of this buoyant market and we will continue to ensure that the Seven Seas brands have a high profile and can be both seen and heard."

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with a 300% increase in
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**LOSE WEIGHT
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A natural blend of 22 organically
cultured fruits and herbs,
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recommended healthy eating plan
helps cleanse the system of
impurities promoting rapid
natural weight loss and a
reduction in cellulite.

*Controlled 'double blind' studies
show that BIO-LIGHT together
with three wholesome meals a day,
results in an average weight loss
after 3 days of 5lbs in 85% of
cases and 8 1/2lbs after 7 days
(2 bottles). 80% do not feel
hungry.

Always on a diet

*Strange as it may seem, sales of slimming
products do not peak in the New Year — despite
all those people making resolutions to lose
weight — or at any other time of the year. This
is a market that pharmacists can gain from,
January through to December*



Give Slimfast more shelf space, say Sun Nutritional

People always have a
reason to lose
weight. So while it
is traditional for
people to resolve to
do it in the New Year, before
the Summer holiday, or even
pre-Christmas, there are
always people slimming for
some special event — a family
wedding, job interview or hot
date — throughout the year.

Limimits product manager,
Alison Williamson says:
"Although people dip in and
out of the market, they are
continually doing so." Sales

in the slimming market
therefore remain fairly
constant, with at least 20 per
cent of people slimming at
any one time.

Of the three sectors in the
market, the meal

Top 5 pharmacy brands:

1. Slimfast
2. Slender
3. Body Plan
4. Limimits
5. Pranavite

Source: Nielsen Retail Index

There is a growing interest in natural ingredients and products
not tested on animals, say Bioconcepts, who make the UK's
first detoxifying diet Bio-light. This concentrated blend of 22
organically grown fruit and vegetable extracts is mixed with
mineral water and taken for three days in conjunction with a
low fat, high fibre diet. It is said to accelerate the elimination of
toxins.

Bio-light has been well received by the slimming world and
is the only diet whose advertisements have been accepted by
Weight Watchers, say Bioconcepts. Available through retail
outlets since June, sales to date exceed £3m: 65 per cent
through pharmacies, of which 25 per cent is in the
independent sector. There is potential for tremendous growth
in this sector, say Bioconcepts.

The company's philosophy is that the more the pharmacist
understands Bio-light and how it works, the better the product
sells. For this reason, it provides guidelines on the back of its
point of sale and is happy to answer questions from
pharmacists or sales assistants.

Two new flavours, raspberry and lemon, will be launched
around Easter.

replacements sector is the most important. Unlike appetite suppressants and very low calorie diets, which are static or declining, sales of meal replacements rose by 38 per cent in 1991, making the sector worth £18 million, Ms Williamson says.

Limmits is worth about £2m. A cheese variety was launched last year, and further new products are planned.

Merchandising

Independent pharmacy is a very important sector for Limmits, says Ms Williamson and she advises pharmacists to pay particular attention to merchandising. Although it may be difficult in some

smaller shops, slimming products need to be positioned together and displayed in clearly defined blocks, she says.

Crookes' Crunch & Slim variety case, introduced last Summer as part of a brand relaunch, allows the trade to hold minimum stock and save storage space but still present the full range on-shelf, says brand manager Sarah Giles. She believes that improved on-shelf impact will attract new consumers, while the single serving pack will attract impulse purchases.

Sun Nutritional, whose Slimfast brand has a 73.2 per cent value share of the market, say that pharmacists should allocate 73.2 per cent of the shelf space on the slimming fixture to the brand. They have produced a set of planograms to help pharmacists allocate the correct space to Slimfast.

The company has appointed Chefaro as its agents for the independent pharmacy sector. They will advise pharmacists on the most profitable way to merchandise Slimfast.

This month the company has launched a hot chocolate variety, a warm addition to the range of shakes, with further new product launches planned in 1992. During January alone, sales of Slimfast were over 40 per cent of total 1991 sales. The brand will more than double the market in 1992, say Sun Nutritional.

The thumbs down

Despite certain manufacturers' reports that consumers see their products as being healthy as well as aiding slimming, a Food Commission report published in February gave the thumbs down to meal replacements, branding them 'no healthier than a chocolate biscuit or a milk-shake'.

Twelve products were examined in relation to the EC draft Directive on foods. They were said to have fewer calories per meal than recommended, and did not meet the criteria for percentage of fat and protein. They are not significantly lower in calories than many snack foods, they encourage unhealthy eating habits and are expensive, said the report.

The reaction from manufacturers was as one. Their products fully comply with UK law and have been shown to be a useful aid in slimming. The EC Directive is still only a draft and is subject to debate. Once it is passed, they will adhere to it.



Improved on-shelf impact for Crunch & Slim from Crookes

Kelp (*Fucus vesiculosus*) is the ideal supplement for those wishing to control their weight, say Gerard House, whose product is licensed in the UK to treat obesity.

It is made from a gelatinous seaweed that absorbs minerals from the sea and concentrates them. It contains substantial amounts of calcium, chlorine, copper, iron, magnesium, phosphorus, potassium, sodium and sulphur, with trace elements chromium, lithium, manganese, silicone, and zinc.

Kelp also contains iodine, in greater amounts than any other natural food substance, which regulates the body's metabolism. This and its fibrous content make it perfect for slimmers, says Gerard House.

Marketing activity

● Limmits is being supported with £500,000 worth of advertising, sales promotion and PR activity in 1992. Press advertising, including advertorials, will appear from April to September.

● Bioconcepts are supporting the Bio-light range with a national advertising campaign in newspapers, women's magazines and slimming publications throughout the year. For the trade, wholesale promotions and merchandising materials are available.

● The second burst of a Press advertising campaign for Crunch & Slim, using the slogan "When it comes to the crunch, take the biscuit", will run in women's and slimming magazines from May to the end of August.

● Five television commercials featuring successful Slimfast users will run across the year, as the main plank of a £4m promotional programme. This will also include Press advertising, sampling, participation in the Slim '92 exhibition, leaflets, recipe books and cover mounts.

● Throughout March, Aydslim is available on promotion from leading wholesalers. The promotion retail prices are £0.75 per pocket pack and £2.75 per 32 cube pack. The number one appetite suppressant has shown a 214 per cent increase in sales since the launch of the pocket pack in independent pharmacies, say Keyline brands.



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| | | | |
|--|-----|--|--|
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An increasing awareness of the importance of health and fitness makes sport one of Britain's most popular leisure-time activities. As a consequence, sports nutrition is a growing area.

Two of the major companies in this field are Davina Health & Fitness Ltd, and Weider.

John Ager, managing director of Davina, who manufacture products for body builders as well as for slimmers, recognises the importance of the independent pharmacy sector in this area. "We have recently appointed the Miles Group as our sales force, calling on the independent pharmacies and wholesalers. They will give us the personal contact with the retailer which is essential for our product range," he says.

"For new customers dealing directly with us we offer a sale or exchange service for the first few months to get them established with fast selling lines."

The company also has a programme of 12 regional training seminars for retailers, as well as a help line, and free literature and samples. Mr Ager advises pharmacists to "attend Davina training seminars which explain how to sell these products, provide information such as Davina leaflets, and give free Davina samples to customers to try for themselves".

Mr Ager also points out that a product like their five day weight gain plan, although used primarily by body builders, can also be recommended for the elderly or infirm who wish to put on weight after an illness.

The company will be exhibiting at Helfex and Chemex, offering additional discounts and special offers.

Weider supply a wide range of products — such as muscle builders, weight gainers, stamina builders and vitamins and minerals — under the brand names Victory Anabolic and Olympian, and the weight loss product, Fimaloss. Their latest additions are Hi-Energy and Hi-Protein bars, and Victory Anabolic Aminoplex and Victory Fat Metabolisers.

The company says: "Our range of sports nutritional supplements are developed and formulated for the active sportsperson, be they advanced and totally dedicated athletes or merely a keep fit enthusiast."



G'day, sport!

Pharmacists should welcome the growing opportunity to profit from sports nutrition and drinks

Steroid abuse

After the 1988 Olympics, the man hailed as the world's fastest, Ben Johnson, was stripped of his title when steroids were found in his urine. Scandals of this magnitude and other reports in the Press from time to time about the misuse of steroids particularly by body builders, has tarnished the image of sport nutrition.

Mr Ager says: "Steroids are around and can be obtained very easily. Anyone who is sensible won't touch them. Professionals may be tempted, the run-of-the-mill bodybuilder will probably

not."

He also acknowledges that there are many "cowboy" outfits in the sports nutrition area, particularly some of the American brands which are subject to less stringent controls than British products. He advises pharmacists to purchase products from reputable, established companies.

Drinking up

The energy and sports drink market has shown remarkable growth over the past ten years to a retail value of £159 million, say Smithkline Beecham. With

their Lucozade Energy and Sport ranges, they hold an 81 per cent share of the market.

They launched a series of new product packaging and marketing innovations last month, supported with a £20m promotional campaign. SB believe their commitment to and investment in the market will continue to push the market to over £250m by 1995.

But director of sales Grahame Smith cautions: "The demand generated by the launch of Lucozade Sport in 1990 far exceeded the trade's expectations and once the advertising campaigns started, out of stocks spiralled.

"The relaunch of the Lucozade 250ml range and the introduction of the new low calorie category to the energy and sports drinks market will again fuel exceptional demand. Retailers should be better geared to maximise sales by ensuring that Lucozade is given adequate space on both chilled and ambient fixtures."

Dexters hypotonic after-sports drink is being supported with a £250,000 advertising campaign, aimed at widening the audience for the brand beyond "serious" sports people. This is running in specialist sports titles such as *Athletics Today* and *Health & Fitness*, and selected mainstream titles such as *Cosmopolitan* and the *Independent* until September 1992.

Sponsorship

Sport in the UK is becoming more commercialised as reflected by the tremendous growth of sports sponsorship. With the increased coverage of sport on television, major companies are involved in the direct sponsorship of sporting activities.

SB report that investment in sponsorship has contributed greatly to building strong credibility for the Lucozade brand. This will continue in 1992 by formally linking up with an elite team of world class athletes and a continuing association with football, British athletics and cricket. "The sports we have chosen to be associated with are high profile events attracting massive audience ratings on TV. They also feature the most formidable athletic stars in Britain, which by association reinforces the unique proposition of Lucozade."

Sanatogen, official suppliers of vitamins and nutritional supplements to



Newly launched snack bars for "active people" from Weider



Until June 26, Sanatogen are running an on-pack promotion on their vitamin products and cod liver oil capsules to win a trip to the Olympics. A POS package including giant packs, window cars, shelf edgers and wobblers, are available to pharmacists

the 1992 British Olympic team, are supporting their range with a £1.5m specific Olympic television advertising campaign.

Cantassium Vitamins from Larkhall Natural Health will be sponsoring the National Cross Country Championships in association with the National Association of Boys Clubs. The Championships will be held in Stoke-on-Trent on

March 28.

Brewhurst Health Food Supplies, who make the Twinlab range of fitness and performance products, sponsored the UK's first 24 hour indoor 200m track race earlier this month. They felt that sponsoring this event would stimulate demand for Twinlab sports drinks, and that media coverage would benefit retailers in terms of higher sales.

Body beautiful

To build muscle, a body builder firstly has to gain weight. For every 1lb he wants to put on, he has to eat an extra 3,000 calories per day. So as well as increasing his intake of food, he would use a weight gain plan that is high in protein, but also contains fat and carbohydrate, providing around 2,000 calories a day. This would be coupled with supervised training, so that the exercise would convert the protein to muscle.

Once he has gained some weight and has begun to build up his strength, he would graduate to high protein and high energy products. And when training even more intensively, products with even an higher protein content would be needed. He would also need to take energy drinks while training.

Pure amino acid liquids need to be taken within an hour after training, so that the body can quickly replenish those burned up during exercise. A variety of different nutritional supplements are also commonly taken.

Basil Francis, holder of the Mr Europe, Mr World and Mr Universe titles and runner-up in the 1991 EFBB British Heavyweight Championships, is a trained sports nutritionist. Working with Weider, he offers advice and guidance on training routines in connection with nutrition, diet and food supplements



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NON-SUGAR SWEETENERS

Taking to sweeteners

With a growing number of people wanting the sweetness of sugar without its calories, the use of non-sugar sweeteners is on the up

Some 20-25 per cent of the population now use non-sugar sweeteners. In an increasingly health conscious society, it is becoming normal for consumers to buy alternatives to sugar for daily consumption by all the family.

The brand that is bought depends on its image, format, quality and reliability, say Crookes. The other big influencing factor is the familiarity of products, with the heavily advertised brands having an advantage in this respect. This investment totals £6 million and is growing the market, says Sweetex senior brand manager, Simon Rose.

Crookes value the market as £42m in 1991, up some 10 per cent on 1990, and predict it will reach £50m by 1993. The market is very much a branded one, say Crookes; their league table is as follows: Sweetex 29.7 per cent, Hermesetas 27 per cent, Canderel 12.5 per cent, Natrena 7.6 per cent, others (plus own label) 23.2 per cent.

Pharmacies and drugstores still account for the largest share of sales in

volume terms. However it is in grocers where the big growth is being seen, particularly in multiples, a trend set to continue, say Crookes.

According to Searle's figures, independent pharmacies account for about 13 per cent of sales in the

Top 5 pharmacy brands:

1. Canderel
2. Hermesetas
3. Sweetex
4. Natrena
5. Flix

Source: Nielsen Retail Index

market, up 3 per cent on 1990. This compares with a 20 per cent growth in grocers.

Natrena has a 70 per cent distribution in independent pharmacies, say Scholl. The brand will benefit from a £750,000 promotional campaign this year, including Press advertising and sampling.

New Taste Hermesetas, which Hermes Sweeteners added to the brand portfolio last month, is made from a blend of aspartame and acesulfame, and Hermes claim that "no other sweetener tastes more like sugar". Over £2m will be spent on a national television and Press advertising campaign, sampling and other promotions.

Looking ahead

Consumer awareness of the health implications of the foods they consume will increase, say Crookes. As a result the decline of sugar will continue. For those people who find it difficult to cut sweetness, the solution will be to switch to non-sugar sweeteners.

Men have been slower to adopt healthier lifestyles than women, but as they become more health conscious, men will provide a new potential market for non-sugar sweeteners.



Crookes will be supporting Sweetex with a £3m advertising campaign, with a burst on television in April and May, a Press campaign, continued sponsorship of the "Sweetex woman of today" competition, and trade offers



Throughout April, May and June, consumers can win Camcorders, cameras and video recorders with "Canderel Photo Favourites" 1.2 metre sweetener layout – 3 shelves

| | | | |
|--------------------|---------------------|------------------|------------------|
| Sweetex Tablets | Hermesetas Tablets | Canderel Tablets | Other Tablets |
| Sweetex Tablets | Hermesetas Tablets | Canderel Tablets | Other Tablets |
| Sweetex Granulated | Canderel Granulated | | Other Granulated |

1.0 metre sweetener layout – 2 shelves

| | | | |
|--------------------|--------------------|---------------------|------------------|
| Sweetex Tablets | | Canderel Tablets | Other Tablets |
| Hermesetas Tablets | Sweetex Granulated | Canderel Granulated | Other Granulated |

Merchandising tips

The suggested layouts for non-sugar sweeteners (see left) resulted from extensive research in pharmacies to see what produced the best sales performances, says Simon Rose.

"Most consumers shop on a vertical basis, so they'll look down a fixture and buy across a range of products. That's why we recommend blocking tablets and granulated products together wherever practicable," explains Mr Rose. "Most tablet formats are the same size and most granulated formats are the same size, so it makes the best use of space to have similar sized products on the same shelf."

The layout also encourages tablet users to buy granulated products, says Mr Rose. "One opportunity for market growth is to encourage people to use across the range of products," he says.

"Consumers shop off tidy and full displays," says Mr Rose. For merchandising tablets, pharmacists can make use of display trays supplied by manufacturers, but better still are pegged displays, says Mr Rose. These can be kept very tidy, whereas packs removed from a tray may not be replaced properly. Crookes have produced a sweetener merchandising unit – 15 inches wide with Euro pegs – which is available free to retailers.

If products are out of stock – which is common in the pharmacy trade – pharmacists will lose sales. They are also losing out by not taking advantage of the extensive television advertising for major brands, cautions Mr Rose.

He also makes the following recommendations:

1. Carry a range of high volume branded products. The top four brands account for 80 per cent of all sales. Look at the very small products and see if they are producing the required sales levels.
2. Stock a range of tablet sizes within various brands to take account of different consumers' purses. Small sizes encourage trial, and large satisfy the demands of heavy users of sweeteners.
3. Stock a range of granulated products, but be judicious in the brands stocked. Canderel is the number one brand and Sweetex is the fastest growing. There is little benefit in stocking others.
4. The brands lend themselves to very strong window displays at certain times of the year, for example in the run up to Summer, when people try to slim prior to going on holiday and use of granulated products for sprinkling on fresh fruit increases.
5. Sitting sweeteners within the slimming products section will provide the maximum off take. In addition, a limited range of tablets near the till takes advantage of impulse purchases and has been shown to boost total sales by 27 per cent.

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